

PRINTERS' INK

A JOURNAL FOR ADVERTISERS
12 West 31st Street, New York City

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No. 10



The latest word concerning a certain substantial firm is that the head of the house is still opposed to advertising.

When this report closes with the words "nothing doing" it is not slang—it is history and prophecy.

Meanwhile, those who are out on the road for the house have a good understanding of what is meant by the term "hard sledding."

It's an ill wind that blows nobody any good, however, and the competitors of this house devoutly wish its anti-advertising head long life and a stiff backbone.

An interesting situation, surely. "Nothing doing" is an expressive expression—and expensive also.

A stylized signature, likely of A. M. Gordon, is written in ink.

Philadelphia

New York

Boston

Chicago

Cleveland



THE FEDERALIST



"Put it up to men who know your market"

Again last month we were forced to refuse negotiations with two very desirable advertising accounts that wished to get acquainted with FEDERAL Service.

We want all the good business we can get, consistent with healthy growth, but we do not accept accounts that conflict. In each of these cases we already had a successful advertiser in that line—hence our regrets.

The point in the above is this: too often we do not value a thing until it is unattainable. Probably each of these advertisers had heard of FEDERAL time and again; but they waited until our activity in their field forced us upon their attention. Then it was too late. We do not "solicit" accounts. We invite interviews with this kind of advertising and by mail. Replying to any of our advertising does not put anybody hot on your trail. We must know we can be of real service before we can waste your time or ours.

FIRST PRIZE for an Advertising Blunderbuss.

To the man who rushes into a business with which he's an utter stranger and offers to "submit a plan" or "outline a campaign."

SECOND PRIZE

To the man who prepares such a plan before he knows enough about the business and his fitness for it to close the contract.

THIRD PRIZE

To the man who "submits some

sketches" and depends upon an art gallery exhibit rather than merchandizing experience and good business logic.

FEDERAL bids for your business on the basis of special resources to fit your requirements. Its reference is to the leaders in associated lines with yours, whose work you can witness and whose results you can prove. If it cannot serve you with promise of mutual profit there will be no hesitation in saying so.

No less an authority than "The Printing Art" calls the following advertisement of our clients, The Waltham Watch Company, a pretty example of typography. The standard of FEDERAL Service in our Print Shop is on the same high plane as everywhere else in our organization.

What more appropriate, acceptable, and enduring gift than a watch? Waltham has been the watch favorite of social as well as of business and industrial life for nearly three-quarters of a century.

WALTHAM

has beauty to commend it, usefulness, reliability and integrity to make first impressions permanent. It is a watch that flatters the recipient and keeps the donor in constant and grateful recollection.

There is no more perfect specimen of watch making than the Waltham Standard. Made as this as it is said to make a reliable timepiece it is the last word in the watchmaker's art. At all JEWELERS, from \$20 to \$175. Write for literature today, describing the various Waltham movements and learn the one best suited to your needs.

WALTHAM WATCH COMPANY, WALTHAM, MASS.

If you want to start something new, write

Federal Advertising Agency
243-249 West 39th Street, New York

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

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VOL. LXXVIII. NEW YORK, MARCH 7, 1912.

No. 10

HOW PACKAGE MAY BE MADE A MAGNET FOR SALES

THOUSANDS OF DOLLARS LOST ANNUALLY THROUGH NOT UTILIZING FULL POSSIBILITIES OF THIS IMPORTANT LINK IN CHAIN OF DISTRIBUTION — PROBLEM OF DEVELOPING POWER

By Frederick W. Nash,
Advertising Manager of B. Fischer &
Co., New York. Distributors of
"Hotel Astor Coffee," "Hotel
Astor Rice," "Hotel Astor
Tea," etc.

It might shock the average specialty manufacturer in the grocery line to be told that he is losing thousands of dollars a year through not developing the full sales possibilities of his package, but a good many of them are beginning to suspect it.

Everybody who has looked into the matter at all knows that the waste of opportunity at this point is enormous. Just look at what the dozen or so manufacturers who are alive to the idea are doing. Almost everybody has found out what a great part the package may be made to play in linking up the store with the advertising, but the discovery that this link can be strengthened and brightened and made to multiply the power of all the other advertising two or three times over has not gone very far down the line as yet.

We do not have to blame ourselves. Most of us have been busy with other things, just as important in their way; it is a physical impossibility to think of everything.

But it is time to bring the question right up to the front and call for an interchange of thought and experience. There is more to be gained by talking it out and hastening the general improve-

ment than there would be in coddling the idea and endeavoring to win an individual advantage.

In the average grocery of twenty years ago, nearly everything was sold loose. The store looked less like a grocery of today than it did like a hay, grain and feed store. Display was practically an unknown art.

The change to package goods came as a result of the beginning of the modern selling impulse, which in turn was due to the growth of productive power, and the consequent necessity for speeding up the distribution. Strictly economic considerations began to give way to or rather to be influenced by other motives, as hygiene, convenience, and attractiveness. And store and window display began to be possible.

The first packages were things of utility; they were containers and not much more. It is obvious, however, that the improvement could not halt there, and the evolution of the package into a thing of commercial beauty, that is to say, dollar-and-cents attractiveness, has gone on. There is a maximum selling and advertising use to be made of it which only time, experience and study will disclose.

We can get some idea of the importance of the matter out of the experience of a leading distributor in the grocery line.

This manufacturer had been packing his goods in glass, but he concluded to put out some of them in tin, as they do in England. Tin is just as good for this purpose as glass, or rather is, in some ways, much better, although the American public did not think so at that time.

The manufacturer understood that it would take a strong effort to switch the popular preference from glass to tin; in consequence he carefully canvassed all of the

recognized methods of moving the dealer and the public. The result of his study led him to pin an unprecedented amount of faith to the *label*, as one of several important factors.

"If we make this package really attractive, so as to stick out on the shelves and in the window, and at the same time suggest quality, as a fine piece of work will," said the manufacturer, "I believe we can bring the public over without a falter."

The more the manufacturer and his force looked into the idea, the better they liked it. The art department grew enthusiastic over the proposition. Everybody agreed that if it was done right, it would be a big factor in carrying the day.

LOOK AT THE UNSIGHTLY ARRAY

"Go into any grocery store," said the head of the house, in announcing his decision, "and see the blur of dirty white and tawdry yellow or shrieking red on the shelves. There is nothing attractive in that. It does not suggest anything appetizing. We don't want to make it hard for her to buy; we want to make it easy; and if something pleasing in design and color will help to get the goods into her home, we know that the quality will do the rest."

In due time the art department submitted its design for the label. It was a dream in color harmonies—rich purple shaded off delicately into pale green, and a dainty lettering ran across the face of it. The office personnel gathered around the table and studied it with increasing approbation.

There was another question in regard to the package on which there was not such unanimity. The tin container was cheaper than the glass, but instead of handing over the saving to the consumer in the shape of a reduced price, the manufacturer had chosen to improve the goods and offer the new package at the old high price.

In the opinion of the sales force, this was a serious mistake—and, anyway, it would have

been better to have tried out the innovation with a cheaper brand, when price was the consideration, and then gradually to have worked up to the better brands at the higher price. But the manufacturer was sure of his ground and the goods went out.

Generally you can keep your illusions about your new proposition at least a month. It usually takes that time before the cracks and scratches in the selling scheme begin to show.

In this case, however, the field force lost no time whatever in making itself heard. Barely two weeks had elapsed when the trouble began.

The main difficulty was over price; the goods did not move on that account and there were no signs that they would in the near future.

This was the situation which the fine label was going to prop up. But when an investigation was instituted to find out why the first aid was not forthcoming there was a rude awakening. The new package was not only incapable of giving any help to any other factor in the scheme, but it was too badly off to even help itself—it spite of its attractiveness it was about as unavailing as the least pretentious package in the store.

WHERE THE BEAUTIFUL LABEL FELL DOWN

The reason was soon all too plain. In the manager's office, the force had sat around the desk and studied the package at close range. On the dealers' shelves, it was anywhere from *fifteen to fifty feet* away from the grocer and his customers. The color scheme that was harmonious and beautiful at arm's length was a mere purplish *blur* when seen from across the store. It was too frail and delicate a thing for the work it had to do in the rough, rude atmosphere of the grocery and the crude whites and yellows and glaring reds simply smothered it.

There were other drawbacks, too, in connection with it, and some of them were almost humorous in their contrast to the

IN CHICAGO

You Can Reach the Dealer and the Consumer at the Same Time

Following the canvass of the Chicago grocers, *The Tribune* has just completed a canvass of the Retail Druggists of Chicago. Return post cards containing the names of all Chicago newspapers were sent to 1,371 druggists listed in the Chicago Telephone Directory. Each druggist was requested to check the paper he reads and return the post card.

The answers returned by the Druggists is another strong testimonial of *The Tribune's* superiority. Of the 413 who replied:

- 75% read *The Tribune*.
- 30% read the next morning paper.
- 17% read the third morning paper.
- 7% read the fourth morning paper.

A recent canvass among the Grocers of Chicago showed these interesting figures. From the replies received it was found that:

- 73% read *The Tribune*.
- 25% read the next morning paper.
- 15% read the third morning paper.
- 6% read the fourth morning paper.

These are two of the most recent of a number of interesting canvasses made to prove conclusively that *The Chicago Tribune* is universally read by both the consumer and the dealer.

In Chicago *The Tribune* alone will market your product.

In spite of the fact that *The Tribune* does not accept objectionable medical or fake financial, it prints far more advertising than any other Chicago newspaper.

The Chicago Tribune's circulation is examined and certified to by the A. A. A.

The Chicago Tribune's rate card contains all its advertising rates.

If you are interested in the Chicago territory, with its fifteen millions of prospective customers, we will be glad to send you information as to how this territory can be successfully invaded.

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

expectations that had been formed.

You could not, for instance, standing before the counter, distinguish the lettering or any other details on the package, but there was no difficulty at all in distinguishing the greasy finger marks of the grocery clerks who had handled the packages—these stood out on the high grade delicately tinted paper like the proverbial sore thumb on a busy hand.

And the same delicately tinted paper made the finest background imaginable for fly-specks!

To square itself with the trade, the house had to provide the grocers with fresh labels for the cans as often as they became soiled with handling and that was about every two or three weeks.

When the inevitable autopsy was held, it was decided that about fifty per cent of the failure of the campaign was due to wrong pricing and the other fifty per cent to *wrong labels*. Had the tin container been introduced in connection with the cheaper grades of the goods and had the labels possessed a striking or carrying quality instead of being a tone poem, then the campaign would probably have gone off with a whoop and a hurrah. It is even possible that if the labels had been all right from a practical view-point, they might have done what was expected of them.

But the carrying power was not there and the whole campaign crumpled like a wet cloth.

Now a great many manufacturers undoubtedly would see only one thing in that episode, so far as labels are concerned. It would prove to them that there is nothing in the theory that labels have any particular importance of their own. They would note that this manufacturer had depended upon his label to support his campaign and that it had failed to do so.

Whereas the very opposite of this is the truth—the manufacturer reasoned soundly up to a certain point and then dropped his reasoning and proceeded on

gress. Experience had shown him the value of a good label and he did not mistake it.

But there had been nothing at all in his experience to tell him *what a good label is*, and instead of reasoning further along that line and experimenting in a practical way, he jumped at a conclusion. Because a certain kind of color harmony is beautiful and attractive in an easel picture which is to be viewed at close range and studied at leisure, he guessed that the same color scheme would answer under totally different conditions—and, naturally, it would not. A different kind of color combination was needed for the different conditions. It was not the fault of the theory, it was the old, old fault of applying it

LABEL'S IMPORTANT EFFECT ON WHOLE SELLING FORCE

So that experience of the manufacturer is one of the best possible indications, though a negative one, of the value of a good label.

It shows in the first place the effect of a good label on the man who uses it. This manufacturer was proud of his label. He felt about it much the same that many other manufacturers feel about their advertising—it gives them a new sense of the dignity and worth of their business and a desire to live up to their professions in print. Many a manufacturer has had to keep abreast of his advertising in order to hold the business it has created and the effect on such a manufacturer of package-advertising is somewhat similar: it puts him on honor and tends to guarantee good goods.

The effect on the traveling salesmen of the house is no less striking. Other things being equal, a salesman would rather sell handsome than ugly goods. They not only generate enthusiasm and selling power, but they furnish a valuable talking point with reference to store and window display.

When we get to the grocer, anybody who knows the trade will

Money

Originally Represented Cows

A few odd thousand years ago a farmer drove his cattle to "market" and exchanged them for necessities.

Sometimes it was not convenient to make the exchange at once. So the herder was given a leather disc, stamped with the picture of a cow, as a receipt to be later exchanged for merchandise.

I do not vouch for the truth of the story. But this I do know—whether money once represented cows or not, cows, with butter selling around 2 pounds for a dollar, certainly **represent money.**

Now the average number of cows **per farm** for the entire United States is three.

But the average number of cows **per acre** for the biggest part of Wisconsin is seven.

And please notice that Wisconsin farms run into big acreage. Or to put it another way—

The Wisconsin Agriculturist

Reaches "Above-the-Average" Farmer

We have over 60,000 subscribers in one of the most prosperous farming sections of America.

Nearly 90% of these subscribers voluntarily renew their subscriptions—often for two, three and five years in advance.

At our booth at the State Fair, last year, most of the subscribers in renewing, tendered \$5.00 and \$10.00 bills in payment.

Yet this circulation can be bought at a shade under the customary half-a-cent-a-line-per-thousand.

The Wisconsin Agriculturist

ARTHUR SIMONSON, Publisher
Racine, Wisconsin

Geo. W. Herbert, Inc.
Western Representatives,
First Nat. Bank Bldg., Chicago.

Wallace C. Richardson, Inc.
Eastern Representatives,
41 Park Row, New York City.



Member Standard Farm Paper Association.

agree that he is just as human as anybody else. He likes to look at something nice and likes to have it in his store. Many a time I have stood by while the grocer's clerks were opening up a box of goods.

"Wow! here's a dandy!" I have more than once heard them exclaim. "Mr. Jones, where shall I put these? Up front somewhere?"

And Mr. Jones takes a glance and, seeing that the package is tasteful and striking, nods assent and the clerk makes a good place for the handsomely dressed goods up front and pushes the less pretentious packages into the background.

It is not hard to get good store and window display for handsome cartons and containers. The handsome label saves a lot of argument. It greatly simplifies the knotty problem of *dealer co-operation*.

And the handsome label's greatest work is done right at this point. When the packages are tastefully piled up on the counter or shelf or in the window, they stand to the consumer in the relation of a connecting link between the newspaper, magazine, street car or outdoor advertising and the point of purchase. The more striking and attractive they are the more striking and agreeable will be the perception and the *greater assistance will they give to the other advertising*.

And when the housewife purchases and takes it into her home, it will continue its good work. Just as the handsome package gets speedier attention and provokes interest, so the impression it makes is *more lasting*, and that is an asset, no doubt of it.

To sum it all up, the right kind of a label will stimulate the house and win the grocer's and consumer's good will, and thus help to deepen and broaden the demand. It helps to fight off competition, to the extent that it gives an advantage over the horde of colorless, characterless other goods in the retailer's store.

Of course it is infinitely easier

to put a new line in appropriate dress than it is to reclothe an old line. A good many manufacturers would like to put up their goods in more fancy styles, but they do not dare to touch the package, there is so much good will value in a familiar appearance. They are between two fires—to leave a package in its original ugliness is to lose new opportunities, but to improve it is to run the risk of sacrificing old certainties. It would not do to try to cry down the value of the label to those men; they know better.

Now when you come to counting up the cost of improving the package, you at once see that it is the merest trifle. A fine design with a fine color scheme adds only an infinitesimal fraction to the cost; there is practically only one item in the expense of labels and that is the paper.

But I am so firmly persuaded of the great importance of the right kind of a label that I am prepared to take a radical stand in the matter, and to state my conviction that it would pay almost every manufacturer I know to *do away with the biggest part of his dealer help material* and put the dealer help idea into the package and the rest of the saving into the goods.

Eighty per cent or more of the dealer help material is thrown away. In its present state, it is almost pure waste. I have seen cellars and back rooms littered with it and have been told that this part of it was never used.

Put the same thought and taste and power into the package, which *cannot be separated from the goods* and you can count upon their co-operation from the time it leaves the factory until it is lost in the family ash barrel.

The matter of color and design every manufacturer must, of course, thresh out for himself. We have put out our line, coffee, tea, rice, etc., as far as we have gone in dark blue and light orange. On the tins the blue predominates; the rice bags are almost clear orange, it not being practical to use the two colors in a more balanced way.

(Continued on page 72)

Needlecraft Circulation won't stop growing— now 400,000 guaranteed paid-in-advance and still growing

March circulation was in excess of 440,000. September guarantee will be 500,000, with indications pointing to over 600,000 by January 1, 1913.

No premiums or other cheap clap-trap methods used to get this circulation. It's a case of neighborhood enthusiasm. One woman subscribes—her friends see it, like it, and subscribe. We're in the midst of a regular circulation endless chain not of our promotion.

Advertisers have this year's most extraordinary circulation opportunity in Needlecraft. They will get in direct touch with the most progressive class of women who are known buyers of advertised merchandise.

There's double value in Needlecraft advertising—class and the magazine's unusual popularity with women readers.

Records, the result of direct correspondence with thousands of Needlecraft readers, show that at least 2 women read every copy. Any advertiser knows what such vital interest means for the increase of sales.

Right now is the time to begin the acquaintance of Needlecraft readers.

The Vickery & Hill Publishing Co.

**30 N. Dearborn Street
CHICAGO**

**Flat Iron Building
NEW YORK**

Catalogue Work That Sells Millions

How a Wholesale House Applies the Printed Word

BY JACOB EPSTEIN,

Proprietor of the Baltimore Bargain House

EDITORIAL NOTE:—Every once in a while the advertising world is startled by hearing that some prominent and high-salaried advertising man "has gone with the Baltimore Bargain House." Such questions follow as: "What is the Baltimore Bargain House anyway?" "How can it possibly make use of the expert services of men like John E. Kennedy or Edward J. Shay?" "Where do they advertise?—I never saw any of their ads."

PRINTERS' INK invited the proprietor of this large wholesaling house to tell the story. His article does something more than satisfy curiosity,—it reveals the working of a novel system of merchandising with the printed word as its cornerstone. Some advertisers regard a catalogue as a sort of *bête noire*, a necessary evil that devours great sums of money but cannot be expected to produce important direct results. Some advertising managers even object to having catalogues charged up as advertising expense, claiming that they are an item in the cost of the production of the goods themselves. To see how a cut-and-dried catalogue may be transformed into a powerful selling document, contrive to get hold of one of the B. B. H. catalogues. Analyzed in connection with Mr. Epstein's article it is a course of advertising instruction in itself.

In 1911 the sales of the Baltimore Bargain House amounted to \$13,345,789.55—a gain of \$551,897.72 over 1910.

These figures have been investigated by a certified public accountant and sworn to before a notary public.

The Baltimore Bargain House employs no traveling salesmen, and uses only very limited trade paper space. We do not advertise in magazines, nor in street cars, nor on billboards.

The major part of our sales comes through catalogues.

The most thorough investigation of our books by public accountants reveals the fact that it costs us 2 14-100 per cent to produce sales through catalogues.

The drummer who sells general merchandise to the extent of \$100,000 the year is worth \$5,000 salary, and he gets it.

His "expenses"—traveling, hotels, trunks, charges, etc.—will foot up between two and a half per cent and five per cent more.

Or, to be explicit, it costs the drummer-wholesaler from seven

and a half per cent to ten per cent to sell goods by drummers.

That's why we decided against the drummer back in the beginning as an expensive luxury and cast our lot with catalogues.

Drummers cost too much.

That's why we can always make good the statement that, "on an average, we undersell drummer-wholesalers five per cent to fifteen per cent."

Five per cent to seven and a half per cent saved on selling costs alone!

The balance is made up in savings in operation and savings in buying.

The eighteen wholesale houses that we conduct under one management here in Baltimore permit of many economies in running expenses.

Then, buying goods to supply more than 30,000 customers provides us buying privileges not known to the average "one line" wholesale house.

Do you want the selling and merchandising policy of the B. B. H.? Well, here it is! "The same

Chronicles of New England

March 7, 1912

By H. B. HUMPHREY

Agency Service

What is Intensive work?

It is getting the greatest possible return from advertising expenditure by securing *dealer distribution* in selected towns, states, or sections. It is studying dealer demand and consumer demand, trade conditions and channels of appeal. It is *looking* before the advertiser *leaps*, *walking* before he attempts to *run*. New England is the ideal field for *intensive work*.

What is Good Newspaper Advertising?

It is the kind and amount of newspaper advertising that bears the right relation to local needs, both of dealer and consumer. Sometimes it is best to do no newspaper advertising at all. We use newspapers when and where they can logically be made to serve our purpose. New England newspapers are well edited, influential and numerous.

What is Good Magazine Advertising?

It is the proper use of magazines as a factor in campaigns for *increasing dealer representation* and *increasing consumer demand* for goods that are nationally distributed. National distribution is usually best achieved by sections. Magazines are especially useful as a means of building up general consumer demand when *intensive* work has developed business section by section so as to cover the national market.

What is Agency Service?

It is the assistance which the agent gives the advertiser in working out his merchandising problems and the economical application of each form of publicity—newspaper, magazine, trade paper, and outdoor advertising, follow-up, catalog, booklet and store work—to the end that more goods may be sold and more profit obtained by the advertiser,

If you are wondering whether or not, or how, you might advertise your product with success, we suggest that you get in touch with us. We are handling widely known national advertising—we are developing business through intensive sectional work.



H. B. HUMPHREY CO., BOSTON

The Logical New England Advertising Service Agency

goods for less money, more goods for the same money."

Trite, you say? Certainly!

Yet it is easier to write and read than it is to live up to.

How absurd it would be to make that the firm slogan with no facts to back it up!

To provide the *facts* I send my buyers monthly to all the American markets.

The B. B. H. buyer of china and glassware, toys and dolls, is in Europe now. The gloves and hosiery buyer will be in Europe before spring comes.

To get "the same goods for less money." I have worked out schemes of internal economy—rotation of stocks, utilizing the same floor space for various kinds of merchandise at various seasons.

I have hammered buying and operating cost down and I am perpetually hammering.

Every ten days or so there is a general conference of buyers and executives to keep our ideals bright and serviceable.

In selling I bank on catalogues, and the small cost justifies me.

* * *

Just a little over thirty years ago I was one of a number of small retailers with a business in Baltimore.

I carried notions and dry goods, hosiery and underwear, and the regular run of general merchandise.

When I bought supplies—"stock"—it was in small quantities, because my capital was limited.

In every essential I was the "typical small merchant," and the treatment accorded me by the wholesalers of that day was in keeping with the treatment handed out to the other little fellows.

There never was a time in my experience as a retailer when my dollar could purchase as much in a wholesale house as the dollar of some one of the larger retail merchants.

That was the rub.

That was what stimulated the ambition within me.

I saw the wrong.

Small merchants were not only small, but, so far as the wholesalers were then concerned, they were to be *kept* small.

That was the condition that literally forced me into the wholesale business.

The store I occupied at the start was on West Barre street, and it measured 18 by 50.

I set out with some hard-earned information as to what I *should* do—determined to treat all merchants, great and small, alike.

When I unearthed an especially good bargain it would be accessible to one and all.

Furthermore, I essayed to put plain selling prices on the goods in my establishment, and steer clear of the "sliding scale," which charges one price to regular customers and another—higher—price to chance customers.

In addition, I promised my patrons to sell the "same goods for less money, and more goods for same money" (actually I felt I could do it).

Also to sell in quantities to suit the purchaser.

Of course, my large competitors gave me the merry laugh, and suggested that I had sought out an easy way to commit business suicide.

But, after thirty years, I am still on earth, and I have not had to vary these original ideas so very much after all.

Now, as then, I see every small merchant as a large merchant in the making—assuming, of course, that he is sound.

More than that—I see the necessity of co-operating with small merchants, to the end that they may become large merchants.

Let me cite one example: Back in 1897, J. C. Burns, of Greenwood, S. C., walked into the B. B. H. In his pocket he had a roll of bills—\$500 in all.

"Gentlemen, this is all the money I own, and I want to start a general store. It's up to you to fit me out with the right goods."

We did the best we could by him.

In the fourteen years that have elapsed, J. C. Burns & Co.'s pur-

C Do you believe in the rule of the people? If so, read Theodore Roosevelt's editorial in this week's Outlook.

C Do you believe that business should be strangled—or that it should be controlled? Read Mr. Roosevelt's editorial in next week's Outlook.

The Outlook

March 9

March 16

chases from us have amounted to \$684,252.

Eighty-four thousand two hundred and fifty-two dollars' worth of goods they bought last year.

* * *

Thirty years ago the practice in most wholesale houses was to mark the selling price on goods like this—XPYOR—?

In some wholesale houses it's still the practice to this day.

There's no defense for it.

The wholesaler who prices his goods in code is ignorantly following a faulty system, or he has something to conceal from his customers.

Provided the same price is charged for the same goods to all customers, there is no reason why that price should not be printed plainly and attached to the goods.

If for no other reason that that it saves time in selling.

Years ago I determined that there was too much craftiness in the wholesaling of general merchandise, too many ways round the bush, too little belief in the possibilities of the small retailer honestly dealt with.

I have nothing to conceal from my customers, so I let them into my confidence—further, I believe, than they were ever let into the confidence of any wholesaler before me.

I always have the customer's point of view.

* * *

Terms I quote sixty days net.

Which phrase, reduced to simple English, suggests this: The retail merchant buys from the B. B. H. *frequently*.

He is instructed against cluttering his shelves with useless stock—he is not "loaded up."

All that he orders on one bill he should be able to sell in sixty days' time. Then he pays us the amount due.

We are willing to wait sixty days for the money, because we have faith in that retailer.

He in turn has faith in us.

The price he pays for the B. B. H. goods is as low, or lower, than he must pay for the same goods elsewhere, allowing for all their so-called "time discounts."

Provided the retailer is not talked into ordering goods before he actually needs them, he rarely requires more than sixty days' leeway in settling up.

For the past year or more we have quoted these terms, in conjunction with the "sixty days net":

All bills of goods bought from the Baltimore Bargain House and shipped during January, February or March, which together aggregate \$500 or more—are payable June 1. All bills of goods bought from the Baltimore Bargain House and shipped during July, August or September, which together aggregate \$500 or more—are payable December 1. All other bills are payable in sixty days.

But it is apparent on the face of it that this is "advertising" and not "financing."

The object is to induce the retail merchant who buys shoes and men's clothing here and notions and dry goods somewhere else, to buy all his stock here.

The argument to the retail merchant is that a \$500 bill of goods purchased from one wholesale house gives him prestige, etc.

While that same bill, split between three houses, puts him in the class with the small fry at the other houses.

Then we offer him "June 1" and "December 1" to clinch the argument.

You will see at a glance that this is not discriminating against the small merchant.

Inasmuch as practically every retail merchant buys \$500 worth of goods or more in the spring and summer and again in the fall and winter. These longer terms for broader orders help us to equalize the development of our eighteen departments.

* * *

Every month of the year we send out a large illustrated catalogue of, say, 500 pages

That's the traveling salesman that brings in thousands of orders and new customers into the B. B. H. in the year.

Once in they stay in.

To supplement this large catalogue we send out, at stated seasons in the year, special catalogues, viz., men's clothing, household goods, millinery, vehi-

cies, pianos and organs and other catalogues.

Then, of course, we employ the regular routine follow-up with some special "wrinkles" that are just right for this particular business.

Practically the whole year round we feature a "half-fare offer" to Baltimore and return to any retail merchant who will come here for his goods and comply with conditions.

Approximately a year and a half ago we asked the retail merchants of the country to look up their invoices and to compare B. B. H. prices with the prices they had previously paid to drummer-wholesalers for the same goods and let us know the result.

We listed more than 100 items of general merchandise, picked at random from our stocks, at current prices for comparison.

Many of the retail merchants to whom we put this proposition had never purchased from us before.

This is how that buying test panned out:

Seven hundred and forty merchants voluntarily testified that Baltimore Bargain House prices average twenty-three per cent lower on the same goods.

THE SEASONAL FACTOR IN BUYING

Let me introduce here an explanation regarding the buying of general merchandise for the benefit of the uninitiated.

The run of drummer-wholesalers send their buyers into market for goods twice each year.

They buy for the spring and summer season, and again they buy for the fall and winter season.

Because the drummer must be packed up and out on the road by a certain date with samples, etc., most of the drummer-wholesalers buy at one time.

Then the manufacturers are asking top prices.

That's apparent.

B. B. H. buyers are in the market every day of the year—before the drummer-wholesalers, after the drummer-wholesalers.

The B. B. H. buyers recognize

seasons in a general way only—each is instructed to buy what he wants when he wants it, and when the prices are favorable.

He is the ready friend of the manufacturer who desires to clear out an entire line quickly for cash.

He will take a factory's season's output, provided the prices are made to suit him.

He is always ready and waiting.

Naturally, he can buy "circles around the drummer-wholesaler," who must rush into the market and rush out again.

Do I make myself clear?

This system in buying enables us to offer to retail merchants in our large monthly catalogue the "same goods for less money."

In the early spring and again in the early fall, the B. B. H. conducts eight or ten trade trips from Southern points to Baltimore.

Thousands of reliable retail merchants carrying general merchandise are invited to come along—free.

The train will start from Charleston, S. C., say, and make sixteen stops on the way to Baltimore.

At each of these stops retail merchants meet the train and are greeted and cared for by B. B. H. representatives on board.

The entire expense is borne by the Baltimore Bargain House.

It is specifically stated in the invitation to the retail merchant that an "acceptance" in no way obligates him to buy from us when he reaches here.

That is optional with him—he makes his decision after he arrives and looks us over.

But ninety-nine per cent of retail merchants who come on these trade trips do buy from us.

Besides, these trips build up confidence and good feeling between the retail merchants and the B. B. H. He mails us more orders after he returns home.

PRINTERS' INK readers probably would like to know our attitude regarding advertised goods,
(Continued on page 73)

Advertising Gains

FOR TWELVE CONSECUTIVE MONTHS

During February, 1912, The Record-Herald contained 1777 columns of advertising, a gain of 62 columns over February, 1911, completing an unbroken record of advertising gains for twelve consecutive months. The total gain of The Record-Herald in this period far exceeds the combined gains of all the other Chicago morning newspapers.

The Chicago Record-Herald

NEW YORK OFFICE, 710 TIMES BUILDING

WHEREIN "FREE PUBLIC- ITY" PROVES A WILL- O'-THE-WISP

PORTLAND, OREGON, EXPOSES THE FALLACY OF TRYING TO GET SOMETHING FOR NOTHING—INTERESTING FACTS ABOUT COST PER INQUIRY IN COMMUNITY ADVERTISING—PHONOGRAPH TALK TO SPOKANE AD CLUB

By C. C. Chapman,

Of the Portland (Oregon) Commercial Club.

[EDITORIAL NOTE:—When PRINTERS' INK started its campaign several years ago against press agents (so ably followed up since by the American Newspaper Publishers' Association), not everybody realized the importance of the point at which we were driving. Our claim was not merely that press-agency was proving a tremendous drain upon newspaper publishers, diverting money that should pass over their counters into devious channels, but that the whole system was an injustice to the advertiser. First, the advertiser who disdained to use back-door methods was placed at a disadvantage by his less scrupulous competitor. Second, press-agent yarns did not produce business,—they might result in reams of "free publicity," but there was no corresponding showing in the box-office. While the advertiser was pursuing this will-o'-the-wisp, he was depriving himself of the results that he ought to be deriving from straightforward paid and signed advertising. It is this latter point that is strongly brought out in Mr. Chapman's article.]

It pays to *pay* for advertising.

Paid advertising has paid Portland. Through the Portland Commercial Club the Rose City has demonstrated to its own satisfaction that advertising which costs money—*legitimate paid advertising*—is far more profitable than so-called "free publicity."

Portland is a peculiar city, rather proud and independent, and Portland business men never have liked the idea of asking for advertising without being willing to pay for it. They have never wanted to place themselves or their state under obligations—they haven't wanted to get something for nothing. They were willing to pay for what they got; they got what they paid for, and what was even more important to them, they saved their own

self respect. They didn't stultify themselves by trying to bamboozle publishers into giving them something for nothing.

The advertising paid for by the Portland Commercial Club brought them tangible, direct results of a most profitable nature. The club paid for advertising the farm resources of Oregon. The payments were made through a Portland advertising agency to the principal farm journals, weekly papers, Sunday papers and magazines of the Middle West, Central and Eastern States. No sneaking requests for "free readers" went with them. Portland didn't whine or claim any more consideration than any other clean, legitimate advertiser—it was a business transaction pure and simple. True, the advertisements were not large, most of them being in the classified columns of the publications under the heading of "Farms for Sale."

Portland's little advertisement of Oregon's agricultural resources was buried along with a lot of other little advertisements in which farms were being offered. There was no free reading matter anywhere near our little advertisement; it was far away from the roving attention of the casual reader or curiosity seeker. No one found it except the reader who was in earnest, who was hunting for information, who was thinking of changing location and wanted to know what he could find, and enough of these readers found this little advertisement and sent inquiries to the Portland Commercial Club—enough of them found it so that whenever the advertising was running heavy the inquiry mail had to be delivered in bags. When the advertising was dropped, the inquiries dropped; when the advertising was normal, the inquiries were normal; when the advertising increased the inquiries increased. The fluctuation up and down depended not so much upon the time of year, the season or other factors, as it depended upon the amount of money expended in advertising. Of course the money was wisely spent in publications

which had demonstrated over and over again their result-bringing qualities for farm land advertisements.

As to cost, our experience taught us that we averaged one thousand inquiries for every \$210.00 expended, in other words, twenty-one cents an inquiry. We could have averaged less than this; one time upon expenditure of \$1,100.00 we received seventeen thousand inquiries, the cost for the inquiry being less than seven cents each. Some individual publications have brought inquiries at a less cost than one cent each. Some publications are so valuable that we never like to miss a single issue the year around. When we advertise a booklet, pictures or views, our inquiry increases. We have eliminated that feature and have confined ourselves to advertising information. We hold out no bait whatever. This is the reason our inquiries cost us as much as twenty-one cents apiece on the average, but it certainly is worth twenty-one cents to hear from a family which contemplates moving and desires information concerning the agricultural opportunities of Oregon.

Many business men scoff at the idea of paying as high as twenty, thirty, forty or fifty cents per inquiry, but when these same business men undertake advertising, their inquiries cost from \$5.00 to \$25.00 apiece, and they quit advertising.

FREE PUBLICITY HURT A CITY

I have in my files a letter from the secretary of one of the largest Chambers of Commerce in this part of the world, saying, "Why pay for advertising when we can get it for nothing?" His point of view was shared by associates, and I will admit this organization, through its press bureau, was clever enough to secure a vast amount of free publicity, and his city boomed mightily as a result thereof. But when the boom was over, a set-back was experienced; the tributary country had not developed rapidly as had the city, and the city no longer had a boom

to live from. If that city had ten years ago centralized its efforts upon building up the country behind it, as it has begun to do of late, it would to-day have more upon which to depend for its own growth. The publicity that city got for nothing hurt it. The advertising it could have paid for would have built it up.

Portland has had a great deal of this free publicity. Newspaper men all over the country were acclaiming Portland the metropolis of the great Northwestern Empire fronting on the world's greatest ocean. But all this brought little inquiry from the man who had money to invest or from the family which was anxious to better its condition. It did bring a volume of inquiry from the job-hunter and the promoter.

That is the trouble with miscellaneous publicity. It reaches the wrong kind of people. It reaches people whose presence is not needed for the development of the country, and has swamped most of the Pacific Coast cities with a transient population. The kind of people who are wanted are those willing to work with their hands in logging camps, saw-mills and on the farms—especially on the farms, where they are creating new wealth instead of merely marketing an existing resource. We want gardeners, dairymen, hog raisers, real farmers—not proxy orchardists, professional men or more merchants. There are no citizens better than the city orchardist, the doctor, the lawyer or the merchant, but they are not producers, and our work as a commercial organization is to bring the horny-handed, tan-faced farmer with his family—the people who can make food on the land and by making food can support our splendid cities.

THE PRESS BUREAU NECESSARY

This reflection on free publicity does not apply to the legitimate functions of what is known as a press bureau. Every commercial organization should maintain a press service for the sake of supplying information, photographs and write-ups to such publica-

tions as desire to receive same. Spokane has the best press bureau service of any community in the world. Portland has a splendid press bureau, though we have not attempted to do as great a work as has Spokane. Hardly a day passes but some publication somewhere, sends to our commercial club a request for such information and illustrations as can be supplied by a press bureau. Our press bureau is also the paid correspondent of trade and daily publications all over the country and to some extent, abroad, but it never has been the function of our bureau to try to abuse the confidence of the publishers. In spite of all of the publicity secured by our efficient press bureau, we know it has not reached the class of people we can reach by paid advertising. It takes the paid advertising to bring the farmer—general publicity barely reaches him—but when we spent real money for these little advertisements the farmer wrote his inquiry, read our literature, corresponded with us and our different commercial organizations scattered all over the state, and to-day the men who wrote answering our advertising are distributed all over the state of Oregon. If a Portland man visits a farmers' meeting, he can ask those who responded to the Portland Commercial Club's paid advertising to raise their hands, and sometimes scores of hands will be raised. They tell eagerly of how they received literature from all parts of the state; they tell, too, how thoroughly their letters were answered with information—careful, painstaking answers to detailed questions—and testify as to what appealed to them and caused them to locate in Oregon. Thousands of families have come to Oregon because Portland advertised.

Paid advertising did this. Free advertising is worth about what it costs. Portland still retains its self-respect, it feels it has not grafted a lot of publishers into giving something for nothing, and it has demonstrated to its own satisfaction that it pays to pay.

A Logical Medium

In the very nature of things
The Ladies'
World is your
logical advertising
medium.

Because

It goes to the
kind of readers
you want where
you want them.

Let us show you
where they are.

THE
LADIES' WORLD
NEW YORK

BEST OF DEALER-HELPS ARE USABLE IDEAS

FORMAL CARDS, HANGERS AND PICTURES MAY BE SUPPLEMENTED TO GREAT ADVANTAGE BY SUGGESTIONS THAT WILL HELP MERCHANT SELL HIS GOODS

By Carl G. Percy,

Advertising Manager of Grosset & Dunlap, New York, Publishers.

The question of getting the dealer to sell more goods for the manufacturer simmers down to a question of showing him *how* to do it.

Most manufacturers depend

co-operation needs, in fact, a fresh examination.

The buyer for a big general store up-state seems to have hit it off about right.

When a traveling salesman begins to press him to increase his order, he uses this formula:

"I have taken," he says, "enough to meet the established demand. I know about your national advertising; I am counting on that. *Show me some new way to sell more* and I will double the order, or treble it."

You would think that there would be some happy answer to that, because the problem is an old and familiar one. You would



Window display worked up by a publisher for his retail trade to advertise book on outdoor sports. A manufacturer of sporting goods provided goods for original photographs. Book dealers received idea and picture through house organ and were told how sporting goods dealers would gladly co-operate. Cards supplied by publisher.

solely upon so-called dealer-helps, and actually get as far as possible from the real thing. The average dealer-help is a mere counterfeit: a cheap talking point that does not mean anything except to cover a host of advertising omissions. Unless it can be given some sort of distinction, it is hardly worth while.

The whole matter of dealer-

think that the salesman would report the condition back to the house and that the house would have some solution for it. But he seldom does, or if there is a solution offered, it is the most expensive and least satisfactory—a sharing of the local advertising expense.

Practically every one of the calling salesmen, when he gets

POWER

An AID to bigger business for the manufacturer who sells to the power plant field

Back of every industry there is a power plant.

The machinery and supplies they use total up into millions.

In every power plant is the man in charge—the man responsible for power results.

The *progressive* men among the thousands of them buy and read a weekly engineering paper.

It's POWER.

If you hope to sell these big plants represented by these progressive men, you will never in your life find a more direct or more economical or more productive salesman than that same POWER.

This is no idle boast.

Thirty-two years at it have taught its publishers some things about the field, and it has the facts to back the statement.

There are advertisers in POWER who employ no other salesman. Others use POWER as advance guard for their two-legged force. Both make it pay.

POWER goes straight to the man who can make or break the sale of ninety per cent. of the plant's equipment.

The Manufacturer who gets *that* man back of him already has the sale cinched.

One way to get his co-operation is to get in front of him every week in the paper he buys, reads and believes in.

It's POWER.



The five great, quality circulation engineering papers of the Hill Publishing Company are:

The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

Engineering News (1874)

The Standard Paper of Civil Engineering. Circulation 18,750.

American Machinist (1877)

Devoted to the Work of Machinery Construction. Circulation 27,250.

Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 29,500.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 7,000.

If you sell machinery or equipment to concerns in any of the above fields, our "Make-It-Pay" Department will help you do it right. Call on it now—address

HILL PUBLISHING COMPANY

505 Pearl Street, New York

this reply, tries to convince the buyer that the latter does not know his business, but has underestimated the pulling power of the manufacturer's advertising or the value of the goods. Then he suggests a contribution to the local advertising.

"Yes," my friend the buyer agrees, "local advertising would do a lot of good if you could afford to contribute enough to make it an object to us. But you can't, for the size of the order. And, anyway, in order to get any real benefit out of it, I would have to do some unusual advertising stunt, and tie it up to something unusual in the store or window, and that would take more time and thought than I can give it—we're all busy here. If you can suggest anything new and fresh along these lines that I can use, that's an easy way to sell me more of your goods, and it does not *count against me* on the departmental charge sheet."

It was not the salesman's business, however, to think up stunts; most of the salesmen took that view of it. They went away, promising to give their earnest attention, and nothing further was heard of it, and they returned several weeks later, on their periodical call, to go through the same performance. They never got anywhere in particular with the buyer; he bought what he needed; none of the salesmen ever sold him anything.

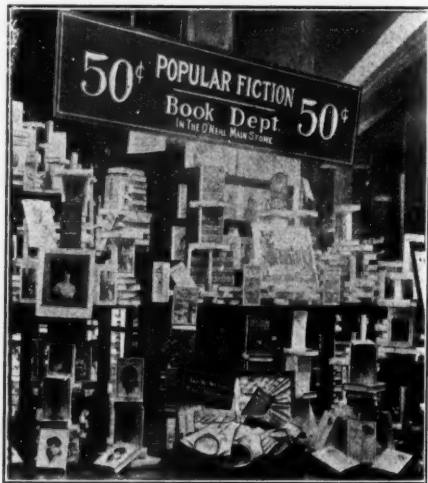
Except two salesmen for two of the biggest houses in their lines. These houses evidently had the habit of keeping their ears close to the ground, and had let their salesmen into the secret of selling. Their salesmen had reported the facts

back to them and their advertising and sales departments had got right on the job without delay.

Their promotion experts corresponded with the buyer and got his idea of what he thought was the proper kind of co-operation, what kind of window and store displays were agreeable and how he wanted the ideas to be presented. They studied the situation and worked out a scheme which could be standardized and applied almost automatically to all of the retail stores. And as a result of it they had no trouble in selling this buyer, and, I suppose, other buyers, more goods.

As for the other salesmen, there is no doubt at all that half of them set the buyer down as a crank or a "hard nut," and considering it all in the day's work, did not report it back to the house. They did not have what might be called a nose for selling points.

The other fifty per cent of the salesmen were doubtless just as sure as the others that the buyer was a crank, but probably reported the conditions back to the house, where the sales managers,



HOW CENTRAL SELLING IDEA OF VACATION READING IS EXPRESSED BY SUIT-CASE IN WINDOW. SUGGESTED BY PUBLISHER

with the exception of the two mentioned, made the same hasty generalization as did the salesmen—the buyer was a crank.

"What does he want, that fellow?" they probably said, in disgust. "We can't run his whole business for him. He's got to do something for himself!"

These houses were, in extreme cases, it thus appeared, willing to devote a considerable percentage of the profits of a sale to local advertising, but were not willing to offer a single *idea*. Their individual share of the advertising expense might run all the way from a few dollars up to twenty-five or even fifty dollars, and the idea might cost them nothing, so far as the retailer was concerned! But the sharing of the local advertising expense was perfectly regular, while the supplying of *ideas* was not according to Hoyle.

Ideas for window or store display or perhaps for his mailing list—that is what the progressive dealer wants. Ideas of any sort that will work out! If any money goes along with them, so much the better, but the need is for ideas first; they are harder to get than money. Really good stunts, he will advertise himself, without expecting anything more than possibly an electrotype and some literature for distribution, and dealer-helps, if really good.

Manufacturers rarely appreciate how much a good window display adds to a store's prestige. It is as important to a small merchant as it is to a large one to have something going on in his store; customers naturally gravitate toward points of interest.

Progressive merchants appreciate these facts and it is an easy way to their good graces to co-operate with them along this line.

The co-operation, however, must be real; it must not be just a little flimsy flirtation with the window problem. You cannot fool the merchant that way.

Window-dressing is a serious proposition and calls for some knowledge of the subject, including the men who do it and the conditions under which it is done.

It is running now largely to



Two of the very large advertising agencies in the United States, one whose greater volume runs to general publicity lines, the other, to mail order business, are spending thousands of dollars each month in the advertising columns of



and they are constantly increasing the figures.

No. 1 became a firm believer in the publication's advertising value after a thorough and painstaking investigation, which not only included the home office and every department of it, but extended to scores of communities in several cities where the paper circulates.

No. 2 has its own record of results on hundreds of advertisers covering a number of years, a record so convincing to them that GRIT invariably finds its way to an early place on nearly every mail order list they make up, and actually holds the often abused "try-out on new copy" position, GRIT'S consistent performance being a splendid gauge and justifying this agency's oft repeated remark, "If it doesn't pay, it's the scheme or the copy."

Every advertising agent knows GRIT'S reputation. True, they have not all gotten into the habit of using its columns as the two agencies referred to above. That may be a reflection on us or on them, it certainly is not on GRIT, with its more than 250,000 weekly circulation and constant demonstration of ability to deliver the goods.

If you want facts and figures, we are at your service any time, anywhere.

THE JOHN BUDD COMPANY

Advertising Representatives,

Brunswick Bldg., New York; Tribune

Bldg., Chicago; Chemical

Bldg., St. Louis.

mere random display, but that is only a passing phase. The men who dress the windows think more about decoration than they do about selling, and their windows therefore incline to be more pleasing than convincing.

THE MANUFACTURER'S CHANCE

Under this condition it would be expecting a good deal to look to the window dressers to revolutionize their theories, of their own accord. With the exception of a few high-grade, sometimes high-salaried men, they are not capable of creative copy. It is one thing to make a beautiful display of dress goods or art objects, where the goods speak for themselves, and it is an entirely different thing to make a telling appeal with dead packages. The first case needs a man of taste, the second one with *selling* instinct. It is vastly easier and cheaper for the merchant to get a man or boy with some taste for order and design than it is to get one with a selling intelligence.

That means that the ideas have got to come from *outside of the store*, and the merchant knows it. The manufacturer knows his own selling points best and the retailer knows this, too.

This is the big chance for the manufacturer. Why is it that more of them do not see it? They spend thousands of dollars to stimulate a consumer demand and next to nothing to help the retailer in the direct way the retailer needs to be helped in order that he may link up with the national advertising and get the most out of it.

There are some difficulties in the way, perhaps. The man in charge of the dealer-promotion work ought to come up from the retail side. Even the traveling salesman cannot see it quite as the retail clerk or proprietor sees it. He can learn, of course, if he is open-minded. The main thing is for him to know the ropes. One of the very best men in the country on this sort of work had an artistic training. An open mind and general intelligence can overcome many handicaps.

SYSTEM IN PREPARING CIRCULARS

A SUCCESSFUL JOB TICKET FOR THIS CLASS OF WORK—POINTERS FROM THE PROCEDURE OF A WRITER WHO HAS ISSUED NEARLY TWO MILLION CIRCULARS IN A SINGLE YEAR

H. D. Kathvir.

II.

The subjoined form of a job ticket for circulars (on page 26) is copied from a ticket which has been in daily use for ten years. It should be printed upon the face of a large envelope (size 7 x 10) which should fasten by means of a clasp. This envelope serves to keep everything pertaining to the job together during preparation and afterward serves as a perfect file. The value of such a record in any concern that has numerous legitimate opportunities to mail or inclose circulars is very great.

The first thing to do is to take a workticket in hand, call a stenographer, and dictate the details for her to write upon said ticket. The small figures shown are for use in this dictation, and make it exceedingly easy, as the stenographer takes down the particulars in this manner:

- "No. 1. March 15,
- "No. 2. J. Smith,
- "No. 3. March 1,
- "No. 4. Dress Goods,"

And so on.

But often the completion of a ticket takes an entire morning. For the ticket is our best challenge of foolish or ill-considered moves in what we are about to do.

Here are the goods, waiting to be sold. The circular method has been decided upon, but everything else is absolutely up to us. Shall the money go into a comparatively few superb colored circulars like those recently sent out by Marshall Field & Co., or shall it go into plain imitation letters. Or into a folder, or a booklet—a sort of halfway step between. Let us say two other men are directly interested in the promotion of the venture besides our-

What is the Real Value of Dealer Influence?

¶ Dealer influence doesn't amount to anything unless it means selling more goods for the manufacturer.

¶ The Dealer can't sell more goods without Consumer influence and demand, which can only be secured through intelligent and interest-holding appeal—namely, a well-planned and logical advertising campaign.

¶ In other words, your dealer influence is worth 100 per cent when consumer interest is 100 per cent. This is a cold-blooded business proposition that manufacturers of trade-marked goods must meet squarely. You can make your dealer influence worth 100 per cent in Indianapolis, Montreal, Philadelphia and Washington by helping him sell your goods with the assistance of localized advertising in the columns of the following high-grade home evening newspapers:

*The Indianapolis News,
The Montreal Star,
The Philadelphia Bulletin,
The Washington Star,*

¶ Bear in mind you cannot control your market in these cities by antiquated methods. Modern merchandizing in the big city territory demands a well-planned system of localized advertising for best results. If your distribution is adequate in these four cities, I would like to talk with you about the newspaper plan—might be well worth your time to investigate. Dan A. Carroll, Special Newspaper Representative, Tribune Building, New York.

selves, so we begin with three opinions upon almost every point. A circular is always worthy of expert conference. From its nature it admits of wider latitude and greater individuality than almost any other form of advertising, and therefore diverse opinions are most valuable.

The first line of the ticket, the date at which the work is to be done, should be filled in with a date not less than two weeks ahead to allow plenty of time for engravers and printers. Avoid as you would the plague a desperate RUSH, which nearly always spells greatly increased cost and greatly lessened effectiveness. So many hurry with circulars. In fact it is almost a disease—"circular-hurry." Ask the printers!

The next line that particularly challenges our thought is line 5, the main article. Here must we decide upon the precedence of the inclosures, assuming that we have more than one. Shall we put our greatest weight into the letter form, or shall we depend principally upon the booklet or folder? If the letter is to be headed in with perhaps two lines of individual typewriting, and signed in longhand, it is well to keep the booklet down. But if a unique folder, perhaps in colors, or containing some fetching point (as perhaps the inclosing of cloth) is going, it may be better to use only a very simple half-sheet of typewritten form. It is not wise to repeat a thing in one communication—which makes it necessary to decide upon where the great strength is to be placed.

Next comes quantity. Here the middle of the road is

usually safer. Often one may divide his circulars into two lots,—the second to be issued provided the first lot brings results. The cost of keeping the type standing a few days is only a bagatelle. It is no reflection upon an advertising man's ability to misjudge the effect of a single circular. The real advertiser is the one who will put the thing over "if it takes all summer" rather than the one who will sacrifice any really important things for the sake of a spectacular showing at any stage of the campaign.

The next point, the list, as I said in my first article, is a matter that may well be studied long and earnestly. Even the best lists are often frightfully barren. Those who take names from a miscellaneous source, as for instance, the telephone directory, can easily double their chances for profitable returns by the simplest weeding out of the list. For example, with a telephone directory of course only names of residence 'phones would be considered. But then arises the

1 Work to be done not later than.

2 O. K. by Manager.

ADVERTISING JOB TICKET

4 Charge to Dept. _____	Date _____
	Job Number 5785
5 Main Article _____	
6 Quantity _____	Send to List _____
7 Inclosures 1 _____	
8 2 _____	
9 3 _____	
10 4 _____	
11 5 _____	
12 To be sent by _____	{ Sent Unsent
13 Rate of Postage _____	
14 Job to be O.K'd by Mr. _____	
15 Order given by Mr. _____	
16 Use Envelope No. _____	
17 Use Wrapper _____	
18 Have filled { In Office Outside	
19 Fuller particulars _____	
20 See Job Tickets Nos. _____	

THE ABOVE INSTRUCTIONS MUST BE STRICTLY FOLLOWED

THE FACE OF THE ENVELOPE

point, what neighborhood exchanges? This information can be obtained and at one stroke you can cut out all the undesirable localities.

Now we come to the point of inclosures. First, are we to have a return postal? Or a return post-card? (unstamped—usually better), or return envelope, either stamped or unstamped? How about a printed order form already signed for our prospect customer so all he has to do is to mark an "X" in a square and drop it in the corner mail box? Having threshed these points out with our comrades-in-arms, the point arises: How about one or two independent circulars inclosed so as to lessen the pro rata cost of postage? I am not at all sure that this is a bad plan, when the circular is being sent out by a general house. Only the circulars should be as different as possible. A main circular of a sale of men's shirts can carry a neat little four-page folder of a special piece of furniture and an offer to open a charge account

without detracting much from the main proposition. But the thing must be well done, so that when the envelope is opened the contents do not look like junk. Successful circularizers have told me that often three inclosures under a two-cent stamp sealed were better than one inclosure under a one-cent stamp unsealed.

At line twenty we should consider the follow-up if there is to be one. Various facetious gentlemen call this the "folly-up" or the "swallow-up," but nevertheless to expect to carry a sale through with one interview is asking almost too much of any printed matter. Business isn't so easy as that. The second circular may take advantage of the "Now or never" argument, which is often the reverse of attractive in the first communication. But it is a mistake to threaten people in one circular of a coming circular or to warn them, or reproach them, or make them feel in any way that you are using them as a target.

All advertising, of course, is ul-

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

timately charged to expense, but there is a lot of so-called advertising that really should not figure in the advertising account at all. Take a price list, or a pamphlet, or a catalogue, it is as necessary as a shipping tag and often of itself has very little more selling force, yet such things are usually charged against the sum set aside to promote the business. Everything of that kind, of course, is quite outside the scope of this article.

A system for getting the most out of circulars by all means should embrace an addressing machine. Where the element of recurring novelty comes up in goods, few things will be found better than a cardboard folder so arranged that one flap forms a return postcard. This works out so well that many a business house could easily afford to mail out quite a number of different monthly or quarterly bulletins, each to a distinct line of trade. However, we must bear constantly in mind that a circular is in effect a newspaper in little, with a free subscription list and only one advertising account. Is it any wonder that millions of dollars a year are thrown away on such advertising? The fond instigators of this form of publicity forget that this is a selfish world and what seems an important missive to them is never even glanced at by the majority of recipients. So the glittering fallacy of reaching 1,000 men for 1,000 penny stamps goes on annexing victims while the natural and economical way of reaching the public, *i. e.*, through the magazines and newspapers, is left to comparatively few.

We have left the consideration of the two greatest points to the last. These are the goods-attraction and the printing-attraction. The gist of the goods proposition should be brought out in the most convincing manner in three or four words. If the price is part of the attraction it should appear in the headlines. But if there are credit terms the price may better appear as "\$1.00 a week"

rather than "seventy-two dollars." Usually an attractive statement can be found in almost any proposition if one but looks for it.

The printing-attraction does not mean a "nice job of printing," but a bit of publicity that is fairly startling in its originality and strength. I recall nothing better to illustrate this point than the giant typewriter letterpress lately introduced. Strength is the thing to be sought, and you know when you have it by the fact that the best circulars are obviously good. No one disputes the force of the Multigraph Co.'s circulars, or the Comptometer folders, or the work done by Yawman and Erbe; or the Globe-Wernicke Co. The concerns that are sending out weak circulars cannot hide behind a "cost" defense, for the business-bringing printed matter costs no more than the "any old thing" kind that is so much in evidence. Simplicity and strength go hand in hand. Patience, care, confidence, and knowledge in the preparation of advertising all bear fruit an hundredfold.

FOREIGN LANGUAGE NEWSPAPERS START AN OFFICIAL MAGAZINE

The American Leader is the title of the standard size magazine which is described as the "Official Organ of the American Association of Foreign Language Newspapers," and which is to be issued semi-monthly from the New York office of the association. Louis N. Hammerling is the editor, with Armour Caldwell as managing editor, J. George Frederick and Ira E. Bennett contributing editors. It is announced that the magazine is to be devoted to the interests of the foreign-born population which is served by the 508 newspapers in the association, published in twenty-nine languages. The first issue bears the date of February 29.

W. H. HENDERSON WITH THE "WOMAN'S WORLD"

W. H. Henderson, formerly of the Butterick Publishing Company, and for the past two years connected with the Wagner-Field Company, has resigned from this agency to accept a position under Mr. Balmer with the Currier Publishing Company. He will represent the *Woman's World* in New York City.

L. M. Carson, formerly of Paul Block and the New York Times, has joined the staff of the Lang Advertising Agency, New York.

1,750,000 Problems

A certain 1,750,000 homes have much in common. In every home there is a woman. The woman can read. She has taste, ambitions and hopes. She is vexed by many problems. She must make a house—a home. That is a many-sided task. The furnishings, the food, the training of the children, their clothes and her clothes, the daily menu, the entertainment—every consideration from necessity to luxury is almost entirely her problem.

All these 1,750,000 women have much the same problems, difficulties and diversions—and they all have the same medium of mental exchange.

Every one of these women pay at least \$1.50 a year for this philosopher, guide and friend—this fund of advice, instruction, inspiration and pleasure—THE LADIES' HOME JOURNAL. All these women have the taste to appreciate, the wants to be filled, the desire to be informed, and the money to buy intelligently.

The strength of the belief in THE LADIES' HOME JOURNAL is shown when it is bought by more than 1,750,000 women. Through so many years a magazine could never hold such a leadership with any interests trivial, incidental or ephemeral.

Greatest growth through many years proves greatest strength.

The Ladies' Home Journal
Circulation, more than 1,750,000

The Saturday Evening Post
Circulation, more than 1,900,000

TWO SUCCESSFUL FOLLOW-UP LETTER CAMPAIGNS TO DEALERS

ACTUAL EXAMPLES OF FORM LETTERS THAT HAVE BROUGHT ORDERS FROM DEALERS—THE MAGIC OF THE PRESIDENT'S SIGNATURE—SOLID FACTS MORE IMPORTANT THAN FANCY DICTION

By Jonathan John Buzzell,
Editor of "Letters That Make Good."

For the dealer to respond to direct advertising he must be convinced of two things: first, that the goods possess the right quality to please his customers; second, that the manufacturer desires to help him make sales at a good profit, and that he has a well-prepared plan of advertising that will do the trick.

The dealer is in business for profit; he is also in business to stay—that is, if he is worth considering at all in this connection. It is necessary, therefore, that he make a reasonable profit, and that he carry goods that will give permanent satisfaction to his customers so there will be no "come-back" except for more goods of the same kind. First of all interest must be created by showing the dealer what there is in it for him—that is the vital point as he sees it. No dealer will carry an article, if he can avoid it, on which the manufacturer does not give him a liberal deal. These are, indeed, very simple deductions, but the importance of the dealer's good will is so often left out of the manufacturer's consideration when planning a campaign that it might be interesting to note the success of two who did consider the dealer a vital factor in their advertising. Then again, the dealer will do much to kill the demand for an article of merit, sometimes consciously and sometimes unconsciously, unless he is made to feel that he has the good will of the manufacturer. It is not only important to give him a fair deal, but it is also good business firmly to fix in his mind the fact that he is getting a fair deal and

valuable assistance in making his sales at a profit.

Here are some interesting facts regarding a follow-up conducted by a paint manufacturer by means of which sixty-five out of ninety dealers were induced to put in the paint advertised. A series of six letters were used. The first and second letters were heart-to-heart talks in which good sound arguments were used regarding the advantages of co-operation between maker and dealer. These two paragraphs from the second letter give the tone that runs through it:

In years gone by—before advertising became the power that it is to-day—we used to manufacture several brands of paint. The goods sold on the strength of our reputation as paint and varnish makers, combined with the reputation of the dealer.

To-day this is all changed.

A man might go ahead and make the highest quality of paint in the world, but unless he advertises the fact, and gives good selling helps to his dealers, he will not achieve the greatest success.

The third letter started in by saying: "There are two good reasons why we do believe it is to your advantage to stock with Victo paint. First—because the dealer who carries a good stock of Victo links himself up to our advertising department, which is maintained for the purpose of giving publicity to this brand, to furnish dealers' helps, and any special selling assistance that the trade may require."

Then a list of advertising matter furnished the dealer was given. The second of the two reasons mentioned in the opening paragraph was an argument for quality and wide variety of colors.

The fourth and fifth letters which follow were short but still banging away at the idea: "our advertising will help you."

We had the pleasure of sending you a letter about our Victo advertising recently, which we trust you had time to read carefully.

Don't you think we've got a pretty strong campaign in behalf of dealers?

We are enclosing a clipping entitled "If I were a Retail Paint Dealer," which we believe will interest you.

Why not take a whirl at this Victo. It involves very little expense on your part and shows you a splendid profit.

Think this over, and we believe your decision will be to link up with Victo.

Fifth letter:

How about your cash drawer? Stands pretty close to your heart, doesn't it? Will it hold any more? We know we can help you to fill it. Victo will do it.

Look at the enclosed color card. It tells a good story to your customers, doesn't it? Our Advertising Department would (upon receiving your mailing list) send these out with your name and place of business neatly printed on.

Not only this, but we would send them form letters, leaflets, booklets and special letters if you require them—you've only got to say the word.

Will you say it?

The sixth letter was signed by the president of the company—the others having been signed by the sales manager—and follows:

The Sales Department has written you some pretty strong letters about Victo paint.

Several times I have called in the manager of this department to remonstrate with him against statements that seemed to me a trifle overdrawn. But in every instance he has been able to justify his claims with substantiating evidence.

I appreciate, nevertheless, that the enthusiastic salesman's view-point is not always the view-point of a cool-minded business man—that some of these letters may have affected you as they have me.

So I want to tell you in my own plain words, as one business man to another, just what Victo paint offers you.

I do not claim that Victo is a magical short cut to a successful and profitable paint department—so much depends on the man in charge of it. But I do claim emphatically that the advertising we are doing for Victo must put good hard dollars into your pocket, if you co-operate with us in distributing it.

I base my claim on something more tangible than personal opinion. I base it on what other dealers situated similarly to yourself are doing. They say that Victo sells easier and *stays sold* better than any mixed paint they ever tackled.

That "*stays sold*" means something. It means a permanently satisfied customer—one who will say good things about Victo and about you.

The heaviest advertising campaign we ever carried on is now in progress. If you display our goods, you will immediately connect yourself with our advertising and get the benefit of it. We hope to secure a good order from you.

Yours very truly,

P. S.—I find that our Sales Manager has some good things in course of preparation for Victo that he didn't mention in his letter at all.

A mail campaign conducted by a manufacturer of an advertised brand of silk along these same lines—helps for the dealer—proved highly successful. A se-

The Plane

The plane upon which the Woman's Home Companion insists that the home shall be conducted, is only made possible by the many material comforts and necessities which the ingenious advertisers have made for the purpose.

ries of seventeen weekly letters were sent out to a list of 2,300 prospects covering twelve eastern states. The total cost of the campaign was \$1,564. One hundred and forty-four orders from new accounts and ninety-three requests for samples were received. The two best pulling letters were the 8th and the 17th. The 8th pulled fourteen orders and follows:

We help you sell the Moneybak Silks through your local dressmakers.

How many are there in your vicinity?

Do they all deal at your store?

They will if you sell the Moneybak Silks.

Why?

Simply because we make it worth while for them to do so.

Read the enclosed offer which we authorize you to make them.

For every twenty-five yards of the Moneybak selvage which they return to us we will send them one yard of the twenty-six-inch taffeta which you retail at \$1.25 a yard.

Think of it!

Every yard of the Moneybak selvage which they return to us is worth five cents to them.

And there are a lot of them returning it.

Read the letters they write us.

In our New York salesrooms there is a ball measuring nineteen inches in diameter and which contains more than thirty-five thousand yards of the returned selvage.

You can readily see by this offer the dressmakers help you increase your silk, notion, lining and other sales because your store will be the only one at which they can buy the Moneybak Silks.

We are consigning towns daily for an increasing number of merchants and the opportunity is yours if you are the first to send in your order for immediate or future delivery.

Don't delay.

Simply make a note of the silk helps you want on the bottom of this sheet and return it to us.

We will send them to you with the least possible delay or hold them for you until spring.

In that way you will be sure of the agency for your town.

The 17th, and last, of the series pulled thirty-three orders and ten requests for samples, which is more than five times the average of the first sixteen letters. *Perhaps there was the cumulative effect of the others preceding it, but the 15th letter brought only three orders so there must have been something in the letter itself.

The 17th letter:

* When will you take the agency for the Moneybak Silks?

We'd like to get you started as soon as possible so that you will get more profit out of your silk sales.

You needn't take full pieces if you feel that you don't want such a large stock.

We'll cut half pieces if that will accommodate you.

Our idea is not to sell you a lot of silk and then let you get rid of it the best you can.

Not at all.

We know the wonderful possibilities in the Moneybak line and are willing to spend a considerable amount to enable you to get the silk started in your vicinity.

That's fair, isn't it?

Consider this matter carefully.

We are helping hundreds of merchants in small towns to increase their silk business and we can do the same for you.

For instance, of our agents, 35 are in towns under 1,000 population; 78 in towns between 1,000 and 2,000; 105 in towns between 2,000 and 3,000; 131 in towns between 3,000 and 4,000, and 69 in towns between 4,000 and 5,000.

The small town merchants are doing as well proportionately with the Moneybak Silks as the large city retailers and we want to get as much benefit from our co-operative efforts as they do.

Suppose you take the agency at once and let us send you a piece, or say half a piece, each of the twenty-seven-inch Moneybak taffeta at \$1.05, or the thirty-four-inch Moneybak taffeta at \$1.22½.

These amounts will enable you to prove to your satisfaction that it will pay you to work with us.

The first eleven of this same series of letters were sent to a list of about double the number of prospects throughout the remaining western states with about the same proportionate results of those used on the list in the twelve eastern states.

Copyright, 1912, by Jonathan John Buzzell.

COSGRAVE JOINS THE WAGNER-FIELD COMPANY

Desmond Cosgrave has become a member of the executive and advisory staff of the Wagner-Field Advertising Agency, of New York. He was formerly advertising manager of the Arnold Manufacturing Company, of Racine, Wisconsin, and later chairman of Advisory board of Lord & Thomas, New York. For the past year Mr. Cosgrave has acted as copy director of the Foster Debevoise Company, New York.

E. C. Wheeler, a son of E. J. Wheeler, editor of *Current Literature*, has joined the advertising staff of the Crowell Publishing Company.

J. A. Banfield is the newly-elected president of the Winnipeg, Can., Advertising Club.



“Strathmore Quality”

Book and Cover Papers

This is an excerpt from a recent article on follow-up letters and literature in January “Advertising & Selling.”

“The cheap appearance of the introductory matter, the would-be letters, the one-cent stamp on the envelope, the outer address consigned to a machine, and the little labor expended on my interest—not even as much as I put into writing my inquiry—all increased this lack of confidence in the quality of”

IF you want your follow-up literature and letters to command respectful and interested perusal—specify “Strathmore Quality” Writing Papers and Book and Cover Papers. “Strathmore Quality” Papers inspire confidence and make a lasting impression for your message, that more than justify their trifling extra cost over common sorts.

Ask your printer to show you the “Strathmore Quality” Sample Books; or we will send them direct.

Strathmore Paper Company

Mittineague, Mass., U. S. A.

DIVIDED RESPONSIBILITY

SHOULD THE ADVERTISING AGENT
SHARE THE RESPONSIBILITY OF
PUBLISHER AND ADVERTISER TO
THE PUBLIC?

By Erman J. Ridgway.

[This advertisement is the February
"With Everybody's Publishers."]

If you followed what we said in this department for December about our code in the matter of declining advertising that might be harmful to our readers in health or pocket or morals, you may care to listen to a few more remarks about advertising. It is a big subject, with many angles.

The most important factor in advertising is you—the reader.

Advertising is bought and paid for to get your eye and your attention. Your interest. Your confidence. Your patronage.

You see how important a factor you are.

A question:

Who, should you say, is responsible if advertising does not tell the truth? If it misleads you? If it tricks you? If it persuades you to buy to your loss and regret?

The advertiser, of course.

The publisher, of course.

If the advertiser is tricky, or dishonest, or otherwise conscienceless, the publisher should have discovered it before he accepted and ran the advertising.

But there is another man, about whom you may never have heard, whose responsibility is very great. The fact is, so many different people are responsible for advertising that it has suffered. Divided responsibility is always a temptation to laxity.

The other man is the advertising agent.

Advertisers, as a rule, do not place their business direct with the publishers. We get our orders from agents. And we have a right to expect only clean, honest advertising from an agent.

Advertising agents are business men who give all their time and thought to the one subject—advertising.

Advertisers, as you know, use advertising as a help to market their product. Their business is making the product, as well as marketing it. Advertising is only a branch of their business.

Advertising agents, giving all their lives to the one subject—advertising in all its phases—naturally have an opportunity to learn more about the subject than the advertisers could possibly learn.

Of course, many big advertisers, who have been advertising largely for years, know as much about their particular line as the agents; but a new advertiser, without such an experience, might easily squander a fortune in following his own ideas.

HOW WOULD YOU ADVERTISE?

Suppose you readers had an article that you wished to advertise. What would you say in your advertisement? How would you say it? How much space would you take? Would you use street cars, or newspapers, or bill-boards, or magazines?

Advertising agents are presumed to know the answers. And how much you ought to spend. And how to reach the widest audience for the minimum cost. And a hundred other things that they have learned by actual experience.

You see how necessary they are, and how important a place they occupy.

Now, suppose you consult one of these experts. He comes into your shop or office and learns all about your business. He must do that before he can intelligently advise you. He must know about your financial condition. The capacity of your plant. The quality of your goods, and your competitors' goods. Everything about your business.

Incidentally, he will learn a lot about you personally, will he not? And when his investigations are

Advertisements

completed, he ought to know if you mean to give the public a square deal.

No one is in so good a position to safeguard the public from dishonest advertisers as the advertising agent.

His responsibility is unquestioned.

Certainly the publisher has nothing like the advertising agent's opportunity to get a line on the advertisers. The publisher, like the advertiser, is not in the advertising business. He is in the publishing business. He must edit and manufacture and circulate his product, his newspaper or his magazine.

He can send his representatives to see the advertiser, but he can't make anything like the thorough investigation the advertising agent must make.

A case in point:

An agent sends us an order for a page in EVERYBODY'S, advertising lands in Texas. The agent has sent the same order to a dozen magazines. None of the twelve publishers of these twelve magazines knows whether this page should be run or not. None has seen the land. None has talked to the owners.

A HARD PLACE FOR THE PUBLISHER

Now, should the twelve send their representatives all the way to Texas to investigate? Obviously, they could not afford to do it for a page, or a dozen pages.

Such business should be investigated by the advertising agent thoroughly before he sends out a single order. Investigated, first of all, by a land expert to make sure the value is in the land. Then by a financial expert to make sure there are no pitfalls in the scheme of selling.

The publisher can not evade his responsibility to his readers, however, by shifting it to the advertising agent. He must make sure that the agent has taken every precaution to safeguard the readers; and if he discovers that the agent has not, and if he can not himself afford to investigate the particular business, HE SHOULD OMIT THE ADVERTISING QUESTIONED.

That takes courage, when it is so easy to fall back on the agent's responsibility, and when some of one's competitors, not so particular, are sure to run the advertisement and thereby improve their showing and use the extra money thus secured to compete all the harder.

On the whole, it is not nearly so hard to do business honestly as it used to be. Most people are doing business honestly nowadays. But there are still some spots where the honest publisher suffers, and this is one of the spots.

IT'S UP TO YOU, TOO

There is some one else responsible for dishonest and generally undesirable advertising.

Can you imagine who it is?

You:

The readers!

The readers know when they are sold. They know when they get a crooked deal. Sometimes they grin and bear it. Usually they just bear it. They *ought* to make things mighty uncomfortable for the publisher, and the advertiser, and the advertising agent.

And they can.

The readers can clean up every newspaper and magazine, drive out every line of questionable business, in thirty days, if they will.

With the publisher, canceled subscriptions reach a vital spot.

Look through your magazine. If the advertising is not clean, write the publishers. Look through your newspapers, and drop a card to the publishers.

How can a publisher respect himself and run such business?

How can you respect him?

How can you permit his paper or magazine in your home?

How about your local newspapers?

Are the owners honored and respected? If so, are they among those who deserve it? Or are they respected in spite of the fact that they make their money by running patent-medicine advertising, and fake mining-stocks, and swamp lands, and vile stuff your boys should never see?

Advertisement.

CO-OPERATIVE PREMIUM SYSTEMS

HOW THE SUBSCRIBER GETS THE ADVANTAGE OF OTHER SUBSCRIBERS' DISTRIBUTION—THE CHIEF DISADVANTAGE FOUND IN THE INTRODUCTION OF A THIRD PARTY IN THE RELATIONSHIP OF BUYER AND SELLER—A CLEAR CONCEPTION OF ANY SYSTEM DEPENDS UPON THE ANSWERS TO CERTAIN QUESTIONS

By Roy W. Johnson.

II

A manufacturer of shoe polish received the following comment from a lady in a distant city: "I have given the coupon I found in your polish to my little girl, six years old. By the time she is sixty, provided she keeps her shoes well shined in the meantime, she will perhaps be able to secure a doll-buggy."

That sarcastic comment shows the utility of the co-operative premium system. A direct system applied to goods which are sold but infrequently to the same consumer defeats its purpose because it will take too long to get anything worth having. If one customer bought ten boxes of shoe-polish a year—which is a high estimate—she would have at the end of that time coupons aggregating a value of twelve and a half cents if it was twenty-five cent polish and the manufacturer gave a full five per cent premium. But by the co-operative system the customer is enabled to add those ten shoe polish coupons to a collection of similar coupons received with other kinds of goods, and get something big enough to serve as an incentive to save the coupons.

The co-operative premium system makes it possible for many manufacturers to take advantage of the premium form of sales promotion who, otherwise, could not do so effectively. But co-operation means co-operating; it does not mean lying down and letting somebody else do the work. It is just as necessary to let people know that co-operative

coupons are given, as that a direct system is in operation. *No premium system can take the place of advertising.* The premium men, themselves, do not claim that it can. What they do claim, however, and with a large degree of plausibility too, is that a premium system, of either general variety, is *advertising insurance*. In other words, the premium system serves to hold customers already won through advertising, and insures the advertiser against the winning of his customers away by competitors' advertising.

But the manufacturer who thinks that a co-operative premium system is something that will work for him while he sleeps is hereby warned away from it. He must advertise the system, just as he advertises anything else he has: he must let the public know that he has it, and tell them what to do with coupons when they get them.

Indeed many people seem to think—and they are aided and abetted, I grant you, by some premium-house salesmen—that a co-operative premium system is a sort of "you buy the coupons, we do the rest" affair. That it is very far from being so simple a matter will appear later in the course of this article.

The essence of the co-operative system is found in its effect upon distribution. Suppose that the manufacturer of shoe polish above mentioned subscribed to a co-operative system to which the manufacturers of a widely known baking powder and a widely known soap were also subscribers. The distribution of the soap and the baking powder would become instantly available as a means of carrying the message of shoe polish, if each package of goods with which coupons were packed carried a list of all products which packed similar coupons. To get the greatest benefit from the system (which means to secure the redemption of as many coupons as possible) each subscriber to the system must notify his customers of all the other subscribers to the same system. If the

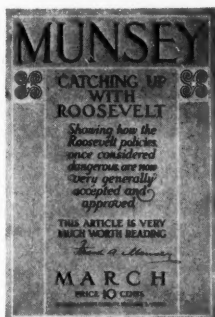
list of products is not already listed on the coupon itself, it is a comparatively simple matter to pack, where it will be found at the same time with the coupon, a slip of paper bearing the information.

In short, the greatest advantage of the co-operative plan is to make the distribution of all the other products a means of circulating a fact about a specific product. The manufacturer of shoe polish subscribes to the system. Every box of a certain kind of baking powder tells something about that kind of shoe polish—so does every bar of a certain kind of soap, every jar of a certain face cream, every tube of a certain tooth paste. And the shoe polish reciprocates by carrying in every box information about all the rest.

Now consider the fact that none of these manufacturers has been obliged to buy any stock of premiums; that no large amounts of capital have been tied up; that no extra help has been employed; that no trials and tribulations of redemption must be endured; that the first cost of the coupon (two to five per cent of the retail selling price of the article) is the total cost of the system to each subscriber—and it looks as though the case for the co-operative plan were so clear as to need no further demonstration.

THE IDEAL DISTRIBUTION OF PREMIUMS

It is, indeed, as far as the issuance of coupons goes. The co-operative premium system is the ideal scheme for getting distribution of premium tokens—getting the coupons into the hands of people who are influenced to buy certain products because of premium inducements. With the direct system the distribution of tokens lags a little behind the distribution of the product—at best it can only keep abreast of it. But with the co-operative system the distribution of tokens runs far in advance of the product, because an entirely alien commodity may carry the news of your product into territory your



"MUNSEY'S MAGAZINE— So far as concerns this magazine, my wish, beyond all else, is that it should be a dependable magazine, and that you should learn to look upon it as such. It is a constructive, not a destructive magazine. It stands for upbuilding and uplifting. It wants, and I believe it merits, your confidence, because there is not an insincere note in its pages, from cover to cover."

Frank A. Munsey

The Frank A. Munsey Company

175 Fifth Ave., New York
Commercial National Bank Bldg.
CHICAGO
Old South Bldg., Boston

distribution has never reached.

That has all been accomplished without a vast outlay of capital; without going into the "premium business"; but when we come to the redemption end of it there is another story to tell.

Perhaps the shortest way to state the one greatest drawback to the co-operative system as such, is this: that each subscriber to it invites an uninterested third party into relationship with himself and his customer. As long as the manufacturer deals with his own customers, he can control the quality of service which is rendered. In cases of dissatisfaction, complaints come to him, and he can remedy them. When he redeems his own coupons, for example, he can see that they are redeemed promptly and for value. But when he leaves the redemption to a third party, who has no interest in preserving the goodwill relationship between manufacturer and customer, he is letting a great power get out of his control. He has no absolute guarantee that the premium concern will give full value for the coupons sent in, or that it will be prompt in its dealings with his customers. Get that: with *his* customers. The premium house, in redeeming coupons, is not dealing with its own customers, but with the customers of somebody else. Moreover it is paying off liabilities when it does so. Every coupon redeemed means just so much less profit. Redemption means money going out, not coming in.

PROMISES FOR OTHERS TO KEEP

In short, the subscriber to a co-operative premium system makes certain promises to his customers as an inducement to buy his goods, and leaves the carrying out of those promises to somebody else. It goes without saying that it is wise to investigate pretty carefully before getting into the water.

Now I am far from saying that the promoters of co-operative premium systems do not redeem coupons promptly, or do not give

excellent value. They do. But they cannot have the same vital interest in pleasing another man's customer that he would have, and the influence of self-interest is of necessity opposed to the granting of any concessions in favor of the holders of coupons.

But most manufacturers, if they use a premium system at all, must subscribe to one of this character. The direct plan is out of the question for the man of small capital, and the manufacturer whose goods are sold infrequently. Moreover a manufacturer is pretty safe in going into a national co-operative system which is used by other widely known manufacturers. He does not have to consult his own judgment alone.

POINTS TO BEAR IN MIND WHEN CHOOSING A CO-OPERATIVE SYSTEM

Now in choosing a co-operative system, it must be judged from the standpoint of the subscriber, the promotor, and the customer who redeems the coupons in the end. The answers to certain questions will, I believe, give the basis for a good understanding of any system, and will enable a manufacturer to decide whether or not it fits his particular problem. These are the questions which should be answered, and the answers thoroughly considered.

From the subscriber's standpoint: What am I actually buying? How much of it is new distribution? What is the promotor doing to popularize the system among consumers?

From the promoter's standpoint: Has he enough capital to live up to probable obligations? Can he deliver what the contract calls for?

From the consumer's standpoint: Can redemptions be made (1) quickly, (2) conveniently and (3) cheaply? Can tokens be secured easily enough to make it an object to collect them? Do the premiums offered represent (1) sufficient value and (2) variety to sustain the interest after the first premium is secured?

Florida

with her great wealth and diversity of products, offers a profitable field to advertisers and one that can be covered thoroughly and economically.

Her agricultural productions alone amount to Fifty Million Dollars annually. Great numbers of cattle are shipped to Cuba. The value of her timber is enormous. The turpentine and rosin produced annually amounts to more than Fifteen Million Dollars. Other important industries are the cigar, fertilizer and the fisheries.

There are three important cities in Florida. Their newspapers not only cover the local territory, but circulate throughout the State. The leading Evening newspapers are:

	Population.	Paper.	Circulation.
Jacksonville . . .	57,699	"Metropolis" . .	18,700
Tampa	37,782	"Times"	13,200
Pensacola	22,982	"News"	5,400

We are prepared to furnish data regarding the class of goods on demand in these cities, the names of live dealers, wholesale and retail, and other information of value to an advertiser desirous of establishing a market in this field.

The E. Katz Special Advertising Agency

Representatives

Temple Court, NEW YORK

U. S. Express Building, CHICAGO

KEEPING ADVERTISING ON A BUSINESS-LIKE BASIS

EMOTIONALISM AN UNDESIRABLE
ELEMENT — HOT SHOT FOR THE
PSYCHOLOGISTS — CONDITIONS,
CAUSES AND REMEDIES ARE WHAT
ADVERTISING MEN OUGHT TO BE
STUDYING RATHER THAN MYSTIC
ABSTRACTIONS AND GLITTERING
GENERALITIES

By W. H. Jenkins, Jr.,

Advertising Manager "Motor Print,"
New York.

Not many months ago, a certain group of serious-minded advertising men settled themselves behind closed doors definitely to decide whether "*present day advertising would, in the ages to come, clearly outline economic and social conditions of our time.*" I am led to understand that the discussion waxed exceedingly warm and, at its conclusion, there still existed much diversity of opinion. It was, therefore, voted that the topic be carried over and revived at the next meeting.

Doubtless, such a discussion among intelligent men would be interesting and, perhaps, of some value—provided that they could arrive anywhere in their decision. It is discussions just such as this, however, that are raising the dust of unnecessary battle in advertising circles and creating an Emotional Bugaboo which distorts perspective and befores the clear eye of Reason.

None can fail to realize that some of us are getting a bit "up in the air"—soaring in the etheral realms of impractical theory and red imagination. We may attribute this to enthusiasm, but, just at this constructive stage, it is a mistake to leave the more commonplace terra firma and, especially so, when there is plenty of good, solid work to be accomplished thereon.

To my mind, it is very wrong to incorporate unstable emotionalism into our young craft. Now is the time for *work, investigation and study*. We only harm ourselves and our calling when

we admit the charlatan with his childish babble on unapplied psychology and a string of baseless isms. What we require is *knowledge*—not the vaporings of sentimentalists.

Apropos of this condition, I find a good case in point with an agency which uses this emotional tommy-rot as permanent stock in trade whenever it is possible.

Prospective clients are ushered into a somber, gruesome sanctum which suggests anything in the world but a business-like office. Here the "props" are well arranged. An old clock ticks solemnly on the mantle; the furniture is specter-like in its stark severity and one instinctively misses the incense and gong-ringing of the cheaper fakir.

In this atmosphere Mr. Advertiser is allowed to "soak" for a goodly ten minutes and then, just before he *completely* breaks down, a noiseless door swings open and the Big Mogul Master Mind of Advertising glides in. Immediately there follows a most artistic process of "separation." The Mogul quotes; hums mysterious incantations; interlaps his fingers, sighs in deepest sympathy and completely outdoes Palladio in "reaching the subject." His flowery oratory is insistent in its reference to the "inner mind of man," "sub-consciousness" and the Lord only knows what not. He speaks of his copy as written in tune with the Infinite and, before long, Mr. Prospect is positively ashamed to speak of dealers, jobbers and the rest of the common herd. And, perhaps, this is just as fortunate. For what the Mogul *doesn't* know about these same merchandisers would fill many India-paper encyclopedias. At the end of the seance, when Mr. Prospect stumbles forth into the pure air, he leaves behind an iron-bound contract and the Mogul skips back into a *real* office to laugh and watch ten-dollar-a-week clerks write copy—in tune with the Infinite.

Ridiculous, isn't it?

The agent that I have described above is the pariah. He is a handicap to each of the many hard

working, conscientious agents in this country; not because of his competitive powers or influence. but because he is infusing the unstable, sensational serum of the trickster into the arteries of *all* advertising. While his influence may not be broad, we cannot discount the fact that he is a *type* and, as such, daily creates more advertisers' tombstones to swell the chorus of the nays.

And now for a word about the advertising club.

I am quite conscious that when I raise the hand of criticism in this direction, I am on hallowed ground. Nothing in the entire field of advertising endeavor is such a powerful force for good as the various clubs of this country. They are the backbone of the whole craft and it is to them that we must look for the advancement and enlightenment that is to come with the future.

In face of such eulogy it may seem hard to offer any consistent criticism and, collectively, I have none whatever—only praise and

sincere admiration. I contend, however, that some clubs are not living up to their possibilities. They have failed to draw the line at non-essentials—so far as their policies are concerned—and exist merely as organizations. They fail to recognize that they are banded together to *work* and *produce* along intelligent lines and that thus, as an organized body, they can accomplish wonders, for theirs is the strength of concerted effort. Directly and naturally to them falls every problem which exists in the advertising field to-day. They must not only discuss method and practice, but they must go beyond the surface and *dig up the facts*. They must be *militant, aggressive* and *persistent*. As advertisers, personal experiences must become common property of the club and, above all, there must exist a concentrated spirit of co-operation and enthusiasm. It is only in this way that the advertising club becomes the really great factor that is its natural lot.

The Sunday School Times has known for more than a generation just how it feels to decline large contracts that are *almost* acceptable, but not quite.

It has also had ample experience in printing thousands of advertisements that have never had even the shadow of a question mark on them.

One of the good results of this long experience is the reader's matter-of-course belief that all advertisements in **The Sunday School Times** are worthy of consideration.

To be able to tell your story to a hundred thousand men and women who are favorably inclined at the very start, is a great aid to good salesmanship.

The Sunday School Times is a well-received salesman for the kind of goods that appeal to all members of the family.

Won't you allow this salesman to introduce *your* goods to them?

THE RELIGIOUS PRESS ASSOCIATION, Advertising Representatives
Witherspoon Building, Philadelphia
Monadnock Block, Chicago

We don't look to the advertising club for theory. We have the "stranger within our gates" to supply us with plenty of that. This gentleman speaks in "gamuts of possibilities," whereas the active club can tell us of *conditions, causes and remedies.*

NO ONE SO DANGEROUS AS BRAINY LUNATIC

When an intelligent man becomes hysterical, he is maudlin, and there is no one more dangerous in the world than a brainy lunatic. Therefore, it is against such people that advertising clubs and associations must close their doors. By so doing, they will be able to devote their time to matters of real consequence.

The day is not yet for the serious consideration of any unapplied psychological propaganda in advertising. We must learn to know our public better through close application and study. We must keep our problems of merchandising right in touch with the cold consideration of *facts* and these facts can only result from *earnest work and investigation.*

There are many important units which must yet be more clearly defined in their relation to each other. The simple equation of the manufacturer, jobber and dealer we know, but it is an undeniable fact that *they* are not well acquainted with their component selves. Even the publisher and advertiser have, as yet, no tenable grounds of understanding. They are doing more and more business together each year on a common basis of trust. Only mutual profit has continued such a relationship, *but they have yet to be introduced.* Can you imagine that we are going to bring about any such necessary understanding by introducing the fantastic sensationalism of charlatans and magic lantern workers. I think not.

Let's forget that ours is the most precocious infant in the entire scheme of industry. Let's forget the prodigy and settle down to the tasks of a *man.* It is thus that we must build the *institution* of advertising.

I sincerely trust that none is going to construe the foregoing expressions as being condemnation of the more advanced educational work which some of the larger associations are conducting just now. To the contrary, I am writing in defense of their principles, which we all must admire and respect.

These associations comprise some of the brightest and best informed men in the advertising field, and I have reason to know that their investigations are conducted along lines of the utmost conservatism and painstaking care. This, probably as much as anything else, accounts for the wealth of reliable information which they have produced and are producing.

Advertising in the past has suffered from injudicious "snap judgment." It is this element and the caperings of the silly visionary that I criticise. They form a carbon condition in the cylinders of our automobile of progress. Unless the condition is removed, our car is going to "knock"—and the knock is always loudest on the steep grades.

Having quoted a mechanical truism, my metaphor, while a bit far-fetched, is not altogether inconsistent with the general sentiment of this little article.

CHANGES IN ADVERTISING MANAGERS

Emil Durr, advertising manager of the National Brake & Electric Company, of Milwaukee, March 1, became advertising manager of the Hart-Parr Company, Charles City, Iowa. A. C. Paul, former advertising manager of the Miller Brewing Company, will succeed Mr. Durr as advertising manager of the National Brake & Electric Company. The advertising of the Hart-Parr Company is all placed through the Cramer-Krasselt Company, advertising agents, of Milwaukee.

The National Advertising Agency, of Chicago, is a co-partnership of W. H. Cotter, Edgar C. Smith and Geo. H. White. Paul E. Watson is manager. This agency will place advertising for the Kimball Piano Company, Gloglau Company and the Hospe Company, of Omaha, Neb.

Frank A. Mitchell, advertising manager of the Chicago Belting Company, addressed the Chicago Advertising Association February 29 on the subject "Marketing Leather Belting."

To the Manufacturer

If all markets were alike—if the dweller in Montana bought with the same eagerness and for the same reasons as the man from Delaware—advertising would be a much simpler problem than it is.

But we all have our hard markets, where it takes just a little more effort to get results than it does somewhere else. Have you thought of the possibilities in the daily newspapers to help you conquer yours?

The hard market is likely to be the best market once you are inside. Talk to the people where they live. Couple the idea of your product with their interests. In every locality the vast majority of the men and women read the daily newspapers. They read them regularly and continually. They constitute the vast army who are the logical consumers of your goods. You can reach them through the medium they read daily and continually—the daily newspaper.

The Daily Newspaper Club can help you. That is its purpose: to point the way to conquer the hard markets without taking any of your force away from other places where it is already winning.

May we, without charge, submit plans to reach your hard market, and tell what it will cost? Now, while it is in your mind?

THE DAILY NEWSPAPER CLUB

A National Association for the Promotion of Newspaper Advertising

J. W. ADAMS

Secretary-General Manager

803 World Building, N. Y.

Members of The Daily Newspaper Club:

ALBANY, N. Y. Journal Knickerbocker Press	CINCINNATI, O. Enquirer Cleveland, O. News	LOWELL, MASS. Courier-Citizen	PITTSBURGH, PA. Chronicle Telegraph Gazette Times
ATLANTA, GA. Journal	COLUMBIA, S. C. State	MENAPOLIS, MINN. Morning Record	PORTLAND, ME. Express
BOSTON, MASS. Daily Globe Herald Transcript	DES MOINES, IA. Capital	MONTGOMERY, ALA. Advertiser	ROCHESTER, N. Y. Democrat and Chronicle
BROOKLYN, N. Y. Daily Eagle	ERIE, PA. Dispatch	NEW BEDFORD, MASS. Mercury Standard	SAVANNAH, GA. Morning News
BUFFALO, N. Y. Evening News	FORT WORTH, TEX. Star-Telegram	NEW YORK, N. Y. Post Staats-Zeitung Times World	SPOKANE, WASH. Spokesman-Review
BURLINGTON, VT. Free Press	HOUSTON, TEX. Chronicle	OMAHA, NEB. Bee	SPRINGFIELD, MASS. Union
CHATTANOOGA, TENN. Times	KANSAS CITY, MO. Star	PHILADELPHIA, PA. Public Ledger	ST. JOSEPH, MO. News-Press
CHICAGO, ILL. Daily News Record-Herald Tribune	KINGSTON, N. Y. Freeman		ST. PAUL, MINN. Dispatch Fisher Press
	LOUISVILLE, KY. Courier-Journal Times		TROY, N. Y. Record

WHAT IS A GOOD REPRESENTATIVE?

ADDRESS BEFORE THE REPRESENTATIVES' CLUB WHICH TAKES THE ADVERTISING SOLICITOR OUT OF THE CLASS OF HOT AIR ARTISTS—IT IS SERVICE THAT THE ADVERTISER BUYS AND NOT SO MUCH WHITE SPACE

By Richard H. Waldo,

Advertising Manager Good Housekeeping Magazine.

There can be no such thing as a good magazine representative without a good publication behind him. There are three principal things that a man must have to deliver to be rated as a good representative. He must have editorial ability, he must have reader confidence and he must have dealer co-operation.

The editorial ability will be in large part demonstrated by the degree to which the contents of the magazine are accepted as satisfactory or authoritative by the people for whom it is published.

Reader confidence depends upon the publisher. The publisher who accepts objectionable advertising, or worse, strikes at the very root of confidence. A reader well served by an advertisement is an immediate prospect for the next proposition; the reader who is dissatisfied with the result of answering an advertisement is a very difficult prospect for the next offering, be it never so good. The more good advertising a publisher takes and the less of that of bad repute, the more he builds up his readers' confidence, and the more he gives his representative to sell.

Dealer co-operation depends chiefly upon the degree to which the average retail merchant feels that the appearance of advertising in a nationally circulated medium is of value to him in his local business. It may also depend in part on the attitude of the advertisers themselves toward the retail merchant, but the point of first concern is whether the retailer will see how he can cash in locally on the national work.

From every point, however, we

must face the fact that the public is not "sold" on advertising to-day. We were taught as youngsters that "the whole is greater than any of its parts." We are in a business where this law is reversed, and many of the parts are greater than the whole—in the mind of the public at large, which is the principal thing with which we have to deal. You can stop the average man or woman on the street to-day and ask questions about aeronautics or wireless telephony or the Chinese Republic and receive a fairly intelligent reply. You can ask about Ivory Soap or Cream of Wheat or a "Pierce-Arrow" and get some interesting information. But if you ask about advertising, one of the greatest single forces of modern civilization, the reply you get will run from sheer idiocy to pleasant vagueness. The smaller point, in regard to products themselves, has been grasped, but the ways and means of the larger—advertising—is known little or nothing about.

Such confidence in advertising as is felt by the average man and the average woman has been of casual growth. Its development is but a tithe in comparison to its possibilities. It is not Utopian to say that the time may come soon, if we work earnestly, when reader confidence will be 99.44 per cent pure.

Until the statement that "these goods are advertised" carries to the public a significance akin to the sterling mark on silver, we shall not be on the proper basis. And until that time, the public will not be sold on advertising.

In handling an advertising appropriation, we must understand that good editorial policy and a high degree of reader confidence are not sufficient to make each dollar of advertising expenditure move its proper quota of goods. With these two factors in hand we are faced by the law that no two straight lines can enclose any space. Again, we must concede that what may not be defined cannot be delivered, whether it be a pound of sugar, a cup of water, or results in advertising. It is by these two laws that the impor-

We want to send this Beautiful Specimen Book to every man who issues Booklets or circulars

It is full of suggestions for any one interested in good printing. It shows how the velvety surface of Cameo Paper enriches illustrations, deepens halftones and dignifies type. The surface of Cameo is *absolutely without glass*; yet it takes the finest halftones and gives them a deep, rich effect, like photogravure.

The next time you plan a booklet, tell the printer to use Cameo—it will appreciably decrease the dead waste of unread copies.

S. D. WARREN & CO., 163 Devonshire St., Boston, Mass.

Makers of the Best in Staple Lines of Coated and Uncoated Book Papers



CAMEO PAPER



White or Sepia—For Printing



tance of a third factor is demonstrated, and this third factor can and must be dealer co-operation.

In what a casual manner this last factor has been developed is self-evident, and that it is a factor of enormous importance in the success of an advertising campaign is equally certain. We can therefore accept that the active co-operation of the retail merchant in expediting the movement of goods made known through national advertising is something very much to be desired.

The three factors, editorial efficiency, reader confidence, and dealer co-operation, may well be arranged in the form of a triangle, the two sides of which are made up of reader confidence and dealer co-operation, based on editorial efficiency. This triangle has defined a certain thing which may readily be delivered, and which we can fairly term "service." A good representative is one who can sell such service and not space merely. The advertising field is pretty well worked out on the sale of space. The demand for service is far greater than we seem to realize. The good representative of to-day and the future will show the prospective client where by the use of his publication he is not venturing upon an experiment in the development of his business, but is on his way to achieve economy by selling on a wider market at a lower cost.

CO-OPERATION NEEDED

To the desirable end that more good representatives be made possible, let us bring about a condition of co-operation. Eighty-seven million dollars (\$87,000,000) was spent last year in magazines and weeklies. Twenty-four million dollars (\$24,000,000) was spent in the trade press. What are the magazines doing to bring about co-operation and co-ordination in the expenditures of these two vast sums? The man who will study the trade press but a little will be amazed to find the space that is being given to a subject of vital interest to the retail merchant, the manufacturer, and the mediums that carry, or seek to carry, the manufacturers'

advertising. "To ——— with the Retailer" is the subject-head of these discussions, and many manufacturers are quoted, more or less accurately, as voicing this sentiment. "To ——— with the Manufacturer, since he will not allow us a living profit," is the response. This is a pretty condition of affairs at this stage of the world's development, is it not? I believe that it lies largely in the hands of advertising men, and magazine advertising men most of all, to change this condition of conflict between these two great forces in commerce to a spirit of co-operation. We are inclined to overlook or disregard the large and growing hold that a great proportion of the trade press has on its readers—the retail merchants. We make a grave mistake in assuming that these publications are prophets without honor in their own country.

A goodly number of them are hammering home to the retailer the fact that "It is the turnover that counts," and that advertised goods "turn." They are pointing out that the retailer who carries his goods two years in order to make fifty per cent cannot hold his own with the merchant who turns his stock every sixty days. That is work to which the magazines owe frank recognition.

THE DEALER'S EFFORT NEEDS CHANGING

According to the Dun and Bradstreet figures, there are approximately 500,000 retail stores in the United States. A fair estimate of the average stock carried places it at about \$1,000 each, which gives the enormous total of \$500,000,000 worth of goods that have left the manufacturers' hands and have not yet reached the consumer.

What part of this huge volume is represented by advertised goods? A reliable investigator places it at about thirty per cent. Investigation further proves that the dealer is putting 95 per cent of his energy back of the unadvertised portion of his stock, and that he is putting only five per cent behind the more easily moving advertised brands.

Why Advertise in Tripoli, If You Want to Sell in Troy?

Garrett Bleeker Read says: "Advertising is a matter of circulation and copy."

Given a medium that carries your message direct to the possible buyer, your sales are assured if your copy is right.

Contrariwise, your copy may be right, but your medium may miscarry.

The Painted Display puts the responsibility upon you, for it reaches your possible customer, directly and invariably.

It is the only primary medium that you can place in the middle of a half-block to reach a neighborhood or influence a dealer.

On the Painted Display you make your circulation to order—if your copy is right you establish your distribution and consummate your selling purpose.

But we give you one hundred per cent efficiency in circulation, plus—

We co-operate with you and your agency in primary investigation of market conditions; we obtain the interest and aid of the dealer in your campaign; and we give a forceful and systematic boost to the demand for the article.

Just now we recall no medium that offers you so much real selling power for so little money.

But let us tell you about it in detail—a card will obtain for you information worth while.

**Painted Display
Advertising Association
United States and Canada**

Thos. Cusack Company

CHICAGO

NEW YORK

Clearing House and National Sales Dept.

COMFORT Readers Have to Mail-Order H

That's Why they are so len

The following extract from a recent letter tells its own story, and because we are receiving very many others of like import from our rural subscribers in every State it should interest our advertisers.

"Chesaw, Wash., Jan'y. 24, 1912.

"Mr. W. H. Gannett,

"Dear Sir:—

"Being a subscriber to COMFORT for a long, long time I duly appreciate the good causes you advocate in your editorials which I always read. * * * *

"We are farmers and live on a R. F. D. route and we need the Parcels Post, and need it bad as we have to send to the mail-order houses for much goods by mail. * * * *

"Ever your subscriber,

"Mrs. Harry Boarman."

The foregoing was elicited by our January editorial favoring the Parcels Post which stirred our readers more than any other we ever printed and has brought us a flood of eulogistic letters from farmers and their wives, the latter, like Mrs. Boarman, acting as family amanuensis.

81% of COMFORT'S subscribers patronize its mail-order advertisers

A Million and a Quarter Ci

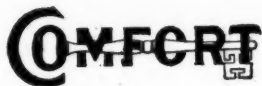
How to Buy Largely of the Rural Houses

Sold for the Parcels Post

The great bulk of COMFORT'S circulation goes to prosperous farm families on the R. F. D. routes, which, like the Boarman family, are continually sending to COMFORT'S mail-order advertisers for goods that the country stores don't carry.

For the same purpose they also go shopping in the small cities of 10,000 to 25,000 population, and when they do they hunt for the goods of national advertisers that they have seen advertised in COMFORT.

Farm families buy fifty per cent. of all goods sold in cities of 10,000 or less inhabitants.



is the medium to win the farmer trade
for national as well as for mail-order
advertisers.

Forms close 15th of month before date of issue. Apply through
any reliable advertising agency or direct to

W. H. GANNETT, Pub., Inc.
Augusta, Maine

NEW YORK OFFICE: 1105 Flatiron Building,
CHICAGO OFFICE: 1635 Marquette Building,

WALTER R. JENKINS, Jr., Representative
FRANK H. THOMAS, Representative

Circulation, 80% Rural

FROM FOUR OUNCES TO FOURTEEN TONS A DAY

HOW A NEW AND HIGH-PRICED ABRASIVE BROKE INTO THE MARKET — WHAT SPECIALIZING ON CERTAIN FIELDS DID FOR CARBORUNDUM—THE WAY THE SEEMINGLY IMPOSSIBLE THING OF ROOSTING SALES AND PROFITS ON RAPIDLY FALLING PRICES WAS ACCOMPLISHED

By S. Roland Hall.

Genius, they say, is a miracle, and success always a romance. Certainly one sees the romance at every turn in tracing the history of the big and busy carborundum plant up at Niagara Falls.

That plant is a poor place for the political economist to visit if he is looking for arguments to prove that salesmanship and advertising increase cost to the consumer, for now that carborundum in its various forms is well enough known for the world to use 5,000 tons a year, the price in quantity is twelve cents a pound as against the original price of twenty cents a carat.

In a little book entitled, "The Man Who Didn't Know When He Had Failed," President Haskell, of the Carborundum Company, tells that carborundum was produced some twenty years ago by Edward Goodrich Acheson when making some electrical experiments. Acheson found that the little crystals were very hard, intensely sharp, and infusible at any known heat. They would cut glass, and it seemed that they would be ideal for abrasive or grinding purposes and as a refractory material. But the world was wedded to the use of emery as a grinding material, and emery could be had at five cents a pound.

Fire-clay was the refractory material in common use, and that sold for less than twenty dollars a ton. It seemed impossible to compete with such prices, for it took a long time to produce an ounce of carborundum, and the cost was high; so Mr. Acheson looked around to see what market there was for an extraordinary

abrasive. He found it among the jewelers, who were paying seventy cents a carat for diamond powder, then used generally for gem-polishing.

The gem-cutters smiled wisely when Mr. Acheson turned up in New York with his homeopathic vial of fine carborundum—then the world's supply—but they tried the new stuff, it produced a new kind of smile, and Mr. Acheson went back home with an order for ten carats of carborundum at forty cents a carat. On the strength of that the Carborundum Company was organized! The output was increased, the price began to drop, and before long the jewelers were paying only twenty cents a carat, or only \$880,000 a ton!

Next it was discovered that a great deal of time could be saved in valve-grinding by using carborundum instead of emery, and carborundum was quoted to the valve-grinders at the introductory price of ten dollars a pound. The output was again greatly increased, and soon the price to the valve-grinders was down to one dollar a pound.

Then, having demonstrated that dentists could save half or two-thirds of their time by using little wheels, discs and points that employed carborundum as the abrasive, in place of emery, the company went after the dental trade, found it receptive and scored another success.

About this time, despite the fact that the Carborundum Company was not seeing profits, despite that the general manager had cut his own salary in half, the company had the faith and the nerve to sign a contract with the Niagara Falls Power Company for one thousand electrical horsepower, which meant enough power to increase the annual output of carborundum from forty-five tons to 900 tons, though the sales force was not at that time selling all of the forty-five tons.

The company had exploited all of the small, high-priced fields, and to grow big it had but one thing to do and that was to meet cheap emery on its own merits. In preparing for this all-important

campaign, it was apparent that success or failure depended on the relative weight of two fixed facts:

(1) A pound of carborundum would do more and faster work than a pound of emery and hence was intrinsically more valuable.

(2) The cost of producing carborundum, even on a large scale, was such that a pound of it could not be sold at as low a price as that for which a pound of emery could be purchased.

Starting with these premises, the success or failure of the company finally depended on the answers to the following questions:

1. Would carborundum give to its user a sufficiently greater, quicker and better service to compensate him for the higher price which it would be necessary to ask him to pay?

2. If it would, could the user be induced to recognize that fact?

The answer to the first question came readily enough; but the second one was in the balance for an uncomfortably long time.

The introduction of a new thing is never an easy task, even when

a lower price is held out as an inducement for the purchaser to give it a trial, but imagine how steep the grade seemed when the following conversation was typical of the efforts to introduce carborundum:

Salesmen: "You have used emery for twenty years. You know all about it. You buy it of long established firms. It serves your purpose well. I have here an entirely new substance. It is made by a little concern, without much capital, which you never heard of. It will do twice as much work as emery, and in half the time. I want you to buy it."

Manufacturer: "That is interesting if true. Probably not true. How much cheaper is it than emery?"

Salesmen: "It isn't any cheaper. In fact, it will cost you from fifty to seventy-five per cent more than emery."

Manufacturer: "Sic 'im, Tige."

The first invasion, on a large scale, of the emery field was in granite polishing. The powerful point that carborundum had an



Home Life

Published by

Balch Publishing Company

141-140 W. 42nd St. Phone North 3280

CIRCULATION
600,000 COPIES MONTHLY

NEW YORK OFFICE: 230 FIFTH AVE.

BOSTON OFFICE: 24 HILL ST.

CHICAGO

March 1st,
1912.

J. M. Hopkins, Gen. Mgr.,
Printers' Ink,
12 West 31st St.,
New York, N. Y.

Dear Mr. Hopkins:-

I was glad to have you go through our plant, during your recent visit to Chicago. I know it will give you a much better idea of the methods we use to obtain Home Life's subscriptions. We have, within the past two years, concentrated the Home Life circulation almost entirely in the small towns of the eastern, central, and middle western states.

When I come to New York City the next time I shall hope to call on you and Printers' Ink.

Sincerely yours,

Frank O. Balch

efficiency for granite work of six to eight times that of emery enabled its promoters to break into the field at twelve cents a pound, though emery had been purchased for that work at four cents a pound.

The new plant at Niagara included a factory for the manufacturing of abrasive wheels, and soon the company was supplying wheels, hones and whet-stones of almost endless variety. Another factory was put up for the purpose of coating paper and cloth with carborundum, an entirely distinct branch of abrasive work. It had not been the original intention of the organizers of the company to go into the manufacture of articles made from carborundum. They had expected and desired to make the carborundum and sell it to the wheelmaker, the paper and cloth maker and to the hardware specialty maker; but the men who operated those industries were satisfied with the old materials. So the company was forced to itself exploit, one after another, all the different abrasive lines.

The needs and uses for the product continued to increase. And there were some odd ones. The crude crystals which come from the furnace are attractive in form and rich in coloring. The company received several cash orders for these crystals from a man out West, and finally discovered that they were sold as "Natural Rocky Mountain Gems."

A queer looking form of carborundum, all curves and angles, is made in lots of 5,000 for scraping human bones in dissecting work. The crystals are sold by the ton to form the groundwork of ornamental signs. Tons are shipped to India for hulling rice.

And here is an interesting thing. The present production of carborundum is 5,000 tons a year. If that amount of carborundum could be sold at the reduced price of 20 cents per carat, formerly obtained from the jewelers, the annual revenue of The Carborundum Company would be \$4,400,000,000.

But within three months after

the company began to sell to valve-grinders at ten dollars per pound, sales to the jewelers at \$440 per pound entirely ceased. Why? The jeweler just sent around to the valve-grinder and bought what he wanted. The valve-grinder would sell two ounces for the price he paid for the whole pound, and the jeweler had his two ounces at cut rates.

And in the same way when the granite-polisher and the steel ball maker began to buy by the ton at twelve cents per pound, the valve-grinder soon realized that



There's a Carborundum Stone For Every Sharpening Need

For the carpenter, the mechanic, the man about the house, the boy in the manual training school, the housewife in the kitchen—anyone who uses edged tools. Carborundum sharpening stones mean keen well conditioned tools and better work.

CARBORUNDUM
sharpening stones

are on sale at hardware stores everywhere. If your dealer doesn't have them send direct.

No. 107-A. Fine red medium stone for cutlery.	\$1.00
No. 108-A. Chisel combination stone.	1.25
No. 79-A. Knife sharpener—cutting and sand fine blade.	1.00
No. 131-A. Scissors and saws, 24 inches to 18 inches.	1.00
No. 140-A. Polish stone in sandblast.	.15

Specimens will be interested in the book—"How the Doctor Got His Ball Home." It is a true story—and it's free.

The Carborundum Company
Niagara Falls, N. Y.

THE SPECIFIC APPEAL ILLUSTRATED

he was paying more than he had to. So he stopped paying it.

In every instance, says President Haskell, the small, high-price trade disappeared before the large, low-price trade. But that didn't discourage the company.

The different uses of carborundum required grains of different size, ranging all the way from the fine powder used for gem-polishing to the heavier grains used by the granite-polisher and for making wheels. But it was easy to see that carborundum could not be crushed in such a way that it would all be converted into coarse grains. After using all the power necessary for dental goods, razor

THE CONNECTING LINK



between Automobile Makers and 500,000 prosperous Farmers in the "GREAT WEALTH PRODUCING HEART OF THE COUNTRY" is "SUCCESSFUL FARMING." Ninety per cent of the farmers who read Successful Farming can better afford to buy your car than ninety-five per cent of city people.

Mix This With Your Advertising Appropriation TO BE TAKEN IN LARGE DOSES

500,000 Guaranteed



**600,000 DELIVERED FOR
FEBRUARY**

500,000 Guaranteed



**600,000 DELIVERED FOR
MARCH**

The purchasing power of the average Corn Belt Farmer who reads "Successful Farming" is 150% greater than that of 75% of town or city merchants; 150% greater than that of 80% of doctors and 150% greater than the purchasing power of 90% of lawyers.

It is just this Corn Belt Farmers' 150% greater purchasing power, plus judicious farm paper publicity, that has resulted in a 40% to 60% increase in sales for some makers, most of whom have and now are using "Successful Farming" as one of their mediums to help bring this increased sales condition about. Are you one of them?

April "Successful Farming"

will be chock full of straight from the shoulder automobile talks that will accomplish more from an educational standpoint, and a consequent desire to own a car, than any single issue of any city man's magazine or farm paper ever published. In consequence, your representation in April issue of "Successful Farming" will put you and your dealers in touch with more live prospects, financially prepared to buy, than any other publication you can use for this month.

See that Your Car Is Represented

Arrange for Space To-day

SUCCESSFUL FARMING

E. T. MEREDITH, Publisher

DES MOINES, IOWA



"Father is no longer permitted to grab a roasting ear with both hands and pull it into his face until it touches his ears," says Hugh Fullerton in his article on "Eating"—

in the March
AMERICAN

The American Magazine must be judged by and must be selected on a basis of the character of the magazine, the kind of people reached and the percent of influence per square inch of advertising space.

ADVERTISING DIRECTOR

hones, etc., there was still about twenty per cent of the whole left, and that would have gone to waste had not another discovery been made—that the waste could be used as a substitute for ferro-silicon in the making of steel. That portion which could not be used in steel-making was found to give unusually good results as a material for refractory purposes, in the lining of furnaces, where it is a better resister than fire-brick or clay. Thus did the Carborundum Company follow closely in the footsteps of those scientific packers who are said to make whistles out of the squeal of the hog.

Another important discovery was made—that in a comparatively economical way metallic silicon could be extracted. Metal silicon is rare and used to be listed in chemical journals at fifty cents a gram or about \$225 a pound.

But all these special branches, says Mr. Haskell, are secondary to the great field of *grinding*. The old grindstone of our forefathers simply rubbed down that which was held to it. Emery was better, but it was not an ideal abrasive. Its grains are tough, but they rub to comparatively smooth surfaces, so that the grinding becomes frictional rubbing and develops great heat. Carborundum does not wear down to a smooth surface; the grains split when the pressure becomes great, thus presenting fresh cutting edges that are sharp. "Emery grinds; carborundum cuts," says the advertising literature.

THE CARBORUNDUM ADVERTISING

The Carborundum Company has not been a large general advertiser, though it has by no means neglected the lay public. Though, in both its saleswork and its advertising, it has believed strongly in the specific appeal to certain classes, it advertises to send the consumer to the hardware store, whether he wants a grinding wheel for his shop, a razor hone, or a carving-knife whetter.

Not so very long ago a paper written by Mr. Haskell was read before the Buffalo Ad Club, in

which the writer of the paper made some references to the small visible return from general magazine advertising. The references were intended to be humorous, but they aroused considerable critical comment. One critic went so far as to say that Mr. Haskell should have known better than to advertise to the general public, *that his clientele was clearly the hardware dealers!* But Mr. Haskell points out that the assumptions of the critics were altogether wrong, for he believes in both general-magazine and trade-paper advertising and thinks that the plan of using both brings satisfactory results to his company. Indeed, at the very time the critics were after Mr. Haskell, the writer of this article bought a carborundum razor hone as the direct result of a magazine advertisement backed up by an excellent window display in a local hardware store. Nevertheless, it seems that the great lesson of carborundum's success is the going after special classes with rifle-shot arguments before attempting broadside advertising.

BALTIMORE DISSECTS FINANCIAL ADVERTISING

"Financial Advertising" and "Bank Publicity" were the subjects of the two short addresses before the Advertising Club of Baltimore at its Wednesday luncheon on February 28. Louis Guenther, publisher and editor of the *Financial World*, New York, talked on "Financial Advertising" and Francis R. Morrison, financial publicity specialist, Cleveland, talked on "Bank Publicity." Besides a large attendance of the members of the club there were also present a number of representative bankers and bond dealers of Baltimore. Mayor James H. Preston, of Baltimore, also spoke.

ALLEGED LIBEL IN AN AD

The Thomas Piano Company, of West Scranton, Pa., has filed suit against the Cunningham Piano Company, of Philadelphia, for \$10,000 damages for alleged libel. The matter complained of was contained in an advertisement which the Thomas Piano Company claims reflected upon the merits of pianos sold by the complainant and bearing the name "Thomas," though not manufactured by the Thomas Piano Company.

Claim No. 5

Subject to Proof
on demand

The Christian Herald is strongest with the highest grade of people in those communities where other high class mediums grow light in circulation.

H. M. Reed

Advertising Manager

Christian Herald

Circulation 300,000 Guaranteed

Chicago NEW YORK Boston

OVERCOMING COPY SNAGS THAT WRECKED CAM- PAIGNS

AVERAGE SNAG FAILURE TO USE
COMMON SENSE—TIE THE HEAD-
LINE TO THE TEXT AND MAKE ALL
FOLLOW IN PERFECT SEQUENCE—
THE SENTENCE STRUCTURE—THE
PARAGRAPH, TYPE, ETC.

By W. W. Garrison,
Of the Hudson Motor Car Company.

IV.

(This is the fourth and last of a series of articles on copy laws that form the basis for advertisements written by some of the most successful copy writers in the United States. This article is intended to impress some potent points in connection with the actual writing of the text of the advertisement itself. The first article dealt with the selling plan; the second with the layout; the third with the headline.)

Several years ago a manufacturer of surgical goods decided upon a campaign on one of his health devices. Because it apparently made little difference with the trade, and because his dealer organization was widely scattered, he determined that a direct-to-consumer business was best, but that when he received an inquiry from a territory where he had a dealer, he would follow the prospect up on his dealer's behalf.

His device—similar to a brace for the back and abdomen—was intended solely for women's use and was an excellent invention.

Ten years previously he had advertised pretty heavily, but when bigger interests took his attention, he gradually quit advertising. Besides, the market sagged somewhat.

The market several years ago seemed to have revived. Playing upon the strain of vanity the man who solicited the business for his publication told the prospective advertiser that his "personality should dominate the advertising—that it would sell the goods."

This looked reasonable enough and the inferred flattery sold the manufacturer.

Copy was written along those lines. The manufacturer's per-

sonality dominated it. His photograph was reproduced. The copy was written in the first person, and the manufacturer asked his women readers to write him personally, and he would direct them to the nearest dealer or sell them the articles direct.

The copy that had run ten years before had been known to be very productive. With a responsive market, it looked as if this copy ought to produce the orders heavily. Another advantage the article had was its bearing on the health of women prospects at whom it was directed. Everything seemed in favor of a successful campaign.

At what was believed to be an excellent season of the year the copy appeared in several high-grade publications, in addition to that of the man who had sold the idea.

Inquiries began to come—but very, very slowly. Finally the copy, as if overtaken by exhaustion, quit pulling altogether. The campaign was voted a flat failure. In traceable sales it had not produced even enough cash to pay for the advertising.

Then began the hunt for the snag. Was the market sagging again? Was the article too high in price? Was the copy too large or too small? Was the point of appeal wrong?

An advertising man who was acquainted with the advertiser happened to see the copy in the latter's office.

"What do you think of that ad?" asked the advertiser.

"It didn't pull inquiries very heavily, did it?" queried the advertising man studying the ad.

"Before answering your question," replied the manufacturer, "tell me why you think it is a good ad or why you think it is a bad ad."

"All right. You have an article that aims to aid women's physical defects. That is a tender subject with any woman. Yet you advertise asking women to tell their troubles to you—a man and a stranger to them. They won't do it, that's the reason it's a bad ad. The copy's wrongly con-

FULL SPEED AHEAD!

New York American

During February

Maintained the pace that it has been setting by
**LEADING ALL OTHER NEW YORK
MORNING AND SUNDAY NEWSPAPERS
IN TOTAL ADVERTISING GAINS.**

**In Addition the New York
American, Not Only Published
More Dry Goods Advertising
but Gained More Than Any
Other New York Morning
and Sunday Newspaper.**

It has been the contention of many that the Dry Goods
Advertisers of New York City are the "wisest buyers"
of newspaper space. If this be so, then will the
following figures prove significant:—

**The New York American during
the month of February published
275,685 Lines
of Dry Goods Advertising**

This represents a gain of 36,667 lines over February of
last year — **ALMOST THREE TIMES THE
GAIN OF THE NEAREST COMPETITOR
OF THE NEW YORK AMERICAN.**

Figures compiled by Statistical Dept. New York Evening Post.

"QUALITY—QUANTITY"
For Best Results

structed. The answer's simple enough," concluded the advertising man.

It fairly took the manufacturer off his feet. For he had some fame in the trade—he considered himself worthy of the advertised commendation for which he paid. He considered himself a good talking point for the product he had created. And he was frank enough to tell his friend so.

"I'll tell you what I'll do," offered the friend of the manufacturer. "We'll take some of your old-time copy—dress it up in good shape—sign a woman's name beneath the copy and follow that with the firm name. If it doesn't outpull this ad at least two to one I'll pay the price of inserting it in one publication. I'll gamble that much on my judgment."

The bargain was agreed upon. They set about to revamp an old advertisement. It was made a little more easy to read. The illustrations were made a little better—the headline and text were slightly changed to admit the use of the first person, and the name of the woman manager of the institution was inserted in the advertisement.

Small space in a single publication—one that was a known producer—was ordered.

It was very few months after this advertising fizzle became a known fact that the copy with the new appeal appeared.

Almost the day the advertiser received his copy of the paper with the ad in it, he began to see his advertising friend was right. Inquiries came in at a rapid clip. Within a fortnight sales began to come in the same proportion.

The advertisement with the new appeal—the copy angle that was correct—had outpulled the preceding ad by approximately six to one!

And that is about what the average snag in writing copy amounts to—just failure to observe the principle of using horse sense. Common business sense, a "nose for selling points" tempered by judgment, constitute the essentials of productive copy.

Failure to observe one basic

fact in the execution of that manufacturer's copy wrecked his earlier campaign.

In the three previous articles in *PRINTERS' INK* the writer told of the selling plan, of layouts, headlines, and with these three functions completed the actual execution of the work of writing the copy becomes simple.

Yet, as in the case above, we find there is a good deal of skidding even in the simple task of writing the copy.

TO SUPPORT THE INTEREST

With the central-selling idea behind an article carefully laid down, with the headline carrying the story of the selling idea, with the layout setting forth so as to get maximum attention, the next thing that successful copy-writers do is to *support* the interest, created by the headline, in the first line of the text of the ad—the "get away," as it is called.

If the reader does not read a statement tying up tightly to the headline, immediately beneath it, his interest has been partially killed at least.

And every sentence between the headline and signature of the copy, in order to produce heavily, should be in perfect sequence to the statements above it—and should echo the central selling idea. This gives the reader a single definite impression about the article after he has finished with the paper. The human mind is too small to carry away more than a single indelible impression after what amounted perhaps to only a superficial scrutiny of the advertisement.

It is recognized as good practice to "tie-up" every statement in an advertisement by giving the actual proof that that statement is true in the very next line.

I know an advertising man, who has a card on his desk, bearing these words:

"Was That Statement Tied Up?"

It is a constant reminder of this vital principle in writing successful advertisements. And its importance is shown in the fact

that he never allows himself to forget it. Whenever he finishes a piece of copy that card stares him in the face—checks up him and his copy.

Another very important principle is to limit the length of sentences. To be read easiest a sentence should not be over twelve to fifteen words in length. Involved and complicated sentences need the reader's attention and in a measure divert attention from the main issue—the product itself.

One very successful writer is even very careful about limiting his paragraphs. He never allows them to run over three or four lines in length. Thus the ad is broken up, more easily readable, and possesses greater interest value, according to that copywriter's way of reasoning.

Complex sentences are also difficult to read. A straightaway sentence in an ad gives a thought almost at a glance. A group of simple sentences, all short, will carry a reader through an ad in

quick order, and if the thread of argument is not severed at any point, he will leave the ad with the desired definite impression.

A subtle way of driving home important points in connection with an article is to put the "punch" or shock, it might be called, in the last few words of a sentence, as a sort of incidental statement.

For instance an advertisement I have just picked up illustrates it.

Suppose the writer had said: "Thousands of ruined clincher tires were found by men we sent out." It would have been a sensational statement, but would not have sunk as deeply into the reader's mind as it did the way the copywriter actually manipulated the words: "We sent out men to look at thousands of ruined clincher tires."

THE SIZE OF THE TYPE

It is a known fact that the average reader will read type as small as six point, but not much smaller. Hence it is one of the

The Largest Net Paid Circulation in the South

116,000 net paid

The
Baltimore Sun

(always "The Sunpaper" in Baltimore)

W. S. BIRD

1 Madison Avenue, New York

GUY S. OSBORN

Tribune Bldg., Chicago



On a visitor exclaiming to Lycurgus that the swords of the Spartan army seemed very short, the great law-giver replied:

"True, but they are long enough to reach the enemy."

To an advertiser who speaks of Farm and Fireside as only the farmers' paper we say:

"True, but it is reaching the farmer. Do you know any class that is buying more goods, buying better goods and has more of the wherewithal to pay for them than the farmer of today?"

Farm and Fireside is a farm paper, and it is long enough and strong enough to reach the farmer.

FARM AND FIRESIDE

THE NATIONAL FARM PAPER

New York Springfield, Ohio Chicago

cares of the average copywriter not to get too much copy into the ad, so that the size of the type will not go below six point. Six and eight point type is the size that the public is most used to, because that is the type of all newspapers and magazines — to the average reader it is easiest to scrutinize, though for attention-getting purposes in headlines, etc., of course, larger type is essential.

Referring again to the manner in which horse sense is sadly neglected in copywriting is the recent case of a manufacturer of a high-priced article.

It happens, because of the very nature of this product that there is no one who doesn't want the products to which class the article in question belongs. Everybody in this country, with the cash, is a certain purchaser of this class of products. That is a known fact.

Yet this manufacturer, instead of directing virile copy at the splendid selling points which his article had, advertised heavily to create a market for these articles that everyone wanted.

He was trying to make a market where one already existed. He fired his ammunition—a large amount of cash—into the air. Because the copy endeavored to create interest in this general class of articles, he naturally had to neglect the salient arguments for his product. Which situation, it is said, resulted in many of the articles being held over from that year to the next.

Observance of some of the basic principles in connection with the market with which the manufacturer had to deal would have told a different story that year. Oftentimes, when a manufacturer aims to stimulate his entire market—competitors and himself alike—he succeeds in securing over fifty per cent of the business, which is a just proportion. There have been numerous similar cases. But the market told of above needed no stimulant.

The laws, so called, in the writing of successful advertising

copy, as told in these articles were evolved from actual experiences, and are merely common business sense applied to the sales-in-print of average commodities. But they have been tested out and proved successful and therein lies their value.

WHO MAKES A GOOD ADVERTISING MANAGER?

NEW YORK, February 8, 1912.
Editor of PRINTERS' INK:
What are the qualifications of an advertising manager?

A recent incident has just come to my attention where an advertising manager resigned in order to establish his own business. He was the *highest salaried man* in the place, except the president himself. Consequently, instead of promoting the assistant advertising man, the president promoted the next highest in the organization to the position, the second salaried man in the place of the highest salaried and the third highest in place of the second. What a queer result!

The present advertising manager was formerly head of the engineering department.

NOT THE ASSISTANT ADVERTISING MANAGER.

FARNSWORTH LEAVES NEW ENGLAND LINES

Charles E. Farnsworth, advertising agent of the New England Lines (the New York, New Haven & Hartford, Boston & Maine and Maine Central railroads) has resigned from that position, effective April 1. Mr. Farnsworth was appointed advertising agent of the Boston & Maine about five years ago, succeeding the late Walter Hayden, and during his connection with the road was instrumental in modernizing its advertising methods.

When the New Haven took control of the Boston & Maine and Maine Central about a year ago, Mr. Farnsworth was given charge of the advertising department of the entire system. He was at one time associated with the *National Magazine*, and has also been connected with one or two leading New England mercantile concerns.

INFORMATION WANTED

NEW YORK, Mar. 1, 1912.
Editor of PRINTERS' INK:

I have read the very interesting article in *PRINTERS' INK* of December 21, "Getting People to Use More," but find nothing in it applying to my business, which is *liquors*, blended whiskies. Any suggestions? S. P. Cox.

P. P. Willis, formerly advertising manager of the *Mais Motor Truck Company*, of Indianapolis, has been made manager of publicity for the *National Motor Vehicle Company*, of Indianapolis.



Advertising By Experts

Whether you do your own advertising, or have some one else do it for you, or are paid to handle the advertising for some concern; you cannot go wrong if you follow the individual instruction given in the Advertising Course of the International Correspondence Schools.

This Course represents the best work of well known advertising experts in every branch of successful advertising. It also represents our own advertising success.

Every branch of advertising is covered:—

Analysis of Product, Market, and Mediums; Methods of Illustrating and Engraving; Type Display; Follow-up Systems, including Catalogue and Booklet Writing; the Relation of Advertising to Salesmanship; Managing Advertising Appropriations.

You cannot go wrong with this knowledge at your command. You can save money and make your advertising pay. To learn how valuable the International Correspondence Schools Advertising Course will be to you, fill in and mail the attached coupon today.

International Correspondence Schools Box 1206, Scranton, Pa.

Please send, without obligation to me, specimen pages and complete description of your new and complete Advertising Course.

Name.....
St. and No.....
City.....State.....

WHAT TO DO ABOUT THE ADVERTISING ARTIST

DIFFICULTIES THE ADVERTISER ENCOUNTERS IN GETTING ILLUSTRATIONS THAT ARE AT ONCE PRACTICAL AND ARTISTIC — HOW TO HANDLE ARTISTS IS A PROBLEM REQUIRING SOME STUDY—RED INK, MEISSONIER, CHARLES DANA GIBSON AND BOHEMIA ALL FACTORS IN THE PROBLEM

By W. L. Larned.

"Do you find it difficult to buy the sort of art work you require?" was asked of the veteran advertising man, who had been made official "Purchasing Agent of Brains" of one of the largest wholesale institutions in New York.

"As a rule there's only one other article harder to reach out and get, offhand," was the response, "and that's radium. I've been placed in positions that have made it necessary for me to buy drawings for the past thirty years, and I'll sign an affidavit in red fire that Job's patience wouldn't last a fortnight in this job."

"Lack of talent?" was demanded.

"Talent, no! Lack of properly directed talent—yes! Without wishing to call down the craft's anger on my head, I may confidentially confess that artists are the essence of good fellowship, sunshine and unbounded trust in Providence, but a liberal percentage of them are born without a mainspring. They run along on a schedule equivalent to some little toy passenger service north of Bald Mountain County, Georgia, and then go up with a bang.

"I have often thought of endowing a repair shop for damaged and inclement judgments. There would be one ward given over to cots for the use of some of the very men who are working for me now—men who keep one eye on Italian table d'hôte and the other on salary day and split the difference by forgetting instructions.

"It isn't altogether their fault, God bless 'em; they live half the

time with their heads scraping the blue and ethereal when a bit more of attention to the mechanics of art would make their calling one of the recognized trades. After all the greatest, most carefully groomed and tidy illustration ever pulled off an easel is worthless, if its size is wrong, or if instructions have been miscarried, or if the date of delivery is some ten or twelve days after the current magazines have begun to grow fringe on their leaves.

Artists—some of them—can't see why under the sun any print shop "form" should not be manufactured out of rubber, thereby making it possible to stretch it to accommodate any odd size that knocks at the editorial door, and go wandering around the sanctum snubbing "Commercial Art" until the engraver pages it.

"A few minutes before you came in, I had a half-hour session with one of the fellows who does work for us on the outside. Last week I gave this chap a design to complete for us. He brought it in and it looked good to me. I sent it to the engraver's on a margin of time so small that the magazine folks were standing beside the form with their watches in their hands. When they tried to squeeze that cut into quarter-page space, it pushed all the rest of the advertising out upon the floor. We missed the issue—the size was wrong. I took the artist to task and what excuse did he give, do you suppose?"

"Haven't the least idea," we admitted.

"He said he happened to have only a certain sized piece of paper and thought that would do, as it was a rainy afternoon. After I had talked my face into an apoplectic state for a half an hour he wanted to know if it would be convenient for me to let him have a check on the spot.

"Why do you know, a little stupid sort of a red-headed lad came on East here from a town in Kansas, his only asset a letter from his father to me, and three crude copies of Gibson girls. Out in Kansas if the younger genera-

20 New Data Cards

Question 3, No. 1

Position

The rise of the "big page" or "flat" magazine as an advertising medium has been partly—some say largely—due to the fact that the advertiser can get a position next to reading matter, even on small advertisements.

The old, general newspaper advertisers almost unanimously insist on having "position", either by dickering or by paying extra. The standard magazines recognize the value of certain positions by charging from three to five times the inside black rate for their outside back cover color-page, and from two to three times for the first page following reading, double price also for the page preceding reading. Other pages are either given out as favors or to get non-cancellable contracts.

In all the maze of argument pro and con, it is generally decided that position is valuable. Some advertisers and agents think that a position charge is an "outrage" but they go to the theatre and pay \$3.00 for a box seat, or \$3.00 for an orchestra seat, or \$1.50 for the balcony, or 75c or 50c for the "peanut" gallery. They pay for position there so that they can see better. The publisher reverses the situation and charges for position so that his readers can see better.

If space were bought by what you get instead of by final measurement this problem also would melt away like mist in a morning sun.

M.P. Gould Company

Advertising Agency
New York

1. Shortrates.
2. Position.
3. The Time Element in Advertising.
4. Making a Schedule.
5. One "Squirt" After Another.
6. "Charity" Advertising.
7. In Season Advertising.
8. Attractiveness in Advertising.
9. Flat Rates.
10. A Basis for Copy.
11. Size of Advertisement.
12. Educational Advertising.
13. Puffed Up With Power.
14. Retail Friendliness.
15. Concentration in Advertising (National).
16. Concentration in Advertising (Local).
17. Penalties.
18. Inside Service.
19. Keeping Up To Now.
20. The Fallacy of Window Advertising.

¶ This New Series "B" (similar to Series "A") set of advertising data cards.

¶ A set of Series "B" will be sent with our compliments (and without any strings) to the advertising manager, sales manager, general manager, president, secretary or treasurer of any manufacturing plant which now advertises or is contemplating advertising. This is our way of discussing important advertising subjects without asking you to commit yourself to an interview. If after reading the cards, you are in-

terested in going further into your advertising problems with us, we shall be glad to make an appointment. Our only requirement is that a formal request for Series "B" be dictated on the firm's stationery and the official title of the writer be stated.

M.P. Gould Company

Advertising Agency

31 East 22d Street, New York

Very- Small- Town Circulation

65.8%

Towns of
5,000
And Under

Send for List
Subscribers
Any Town
You Are
Familiar With

Every Woman's
Magazine
New York

tion gives Charles D. G. an upper-cut with a stub pen on wrapping paper or embroiders a trailing arbutus on a cushion cover, the heads of the family hold conferences to decide why Michael Angelo ever made good anyway.

Well, Jim was a nice, quiet boy with as much talent for drawing as a section boss. The first job I gave him was a pen and ink of an automobile. It was so bad the whole office cried over it for joy and the vice-president of our company framed it for fear a competitor would get hold of it and feature it in a campaign. But Jim kept right on plodding. He managed to eat dinner without coloring it up with Red Ink and while he gave no studio dinners and occasionally cut his hair and washed his face, he succeeded, and made the old town sit up and take notice.

GOT HIS SIZES RIGHT AND SUCCEEDED

"Want to hear why? He achieved a glittering and glorious reputation for getting sizes right. You could bank on them. He never made a mistake and if he did he caught it before he turned his design into the works. Before very long, men like myself, in a hurry, welcomed that red head into our offices. There might be a poor eyelash or a gimpy foot, but we could slip a plate into the forms on the dot and if we asked to have three-fourths of the space left for copy, Jim left the space, spic and span and as clean as a whistle. As far as I can learn Jim's formula was so simple it's a wonder that somebody hadn't thought of it before—he used a ruler when he laid out a size.

"I do not want to convey the idea that I have an internal, fully matured, grade No. 1 grouch against artists. They're fine men and interesting women, but so many of them have such a helpless, pathetic disregard for the little commonplace essentials of art. If they would overcome that fault they would rise, as a class, to the dignity of the Material. We had a German in our employ

once who wouldn't draw a brunette because one had crushed an infant love. Another clever artist gave up a good job on the grounds of incompatibility; he claimed no man of real talent would paint boxes of baking powder in a figure composition.

"Commercial Art" is a very unfortunate and ill-advised phrase. Art for commercial purposes must be practical. It must have selling argument in every line. It may be as artistic as Watteau, as realistic as de Neuville, as painstaking as Meissonier, as daring as Sargent, yet, underlying it all, verily shall the proportions be correct, the article advertised sufficiently in evidence and the thought that it is for advertising purposes never for an instant buried beneath a ton of aesthetic self-conceit and 'art for art's sake' alone.

OVER THE PICTURE HALLUCINATION

"I'm all over that bad hallucination some agency men have. When I first went into the game a pretty picture was the biggest balm in the business. It did my soul good to have a half-dozen high school girl graduates write in and ask the firm to 'please send a proof of your last ad; it's so charming!' When I look over my proof books and see how I once tried to sell stoves by taking up three-quarters of a magazine page with a pastel picture of an idealized girl's head, I wonder why the boss didn't lead me out to slaughter after the first offense. The artist who is forbearing enough to draw his advertising illustration prettily, attractively, artistically and with all this triumvirate of bliss incorporate selling sense, is at once a genius and a candidate for fame. Too often you will find him weeping bitterly down his shirt bosom because the thoughtless copy man has actually had the temerity to steal an inch or so of space and 'tell about the goods.'

"The past five years have made a telling difference in advertising illustrations. Not even the body of the magazines contain better or more high-priced pictorial work.



Link Our Trade-Mark With Your Own

Our Trade-Mark—the "EAGLE A" Water-Mark—has a real significance.

It is the Quality Trade-Mark in Bond Papers for business use.

It is a symbol of Economical Manufacturing—Expert Production—and a Complete Distribution.

To use an "EAGLE A" Bond Paper—to Link Our Trade-Mark With Your Own—is only good business acumen.

Look for the
"EAGLE A"
Water-Mark



It's a
Good
Habit

So Standardize your Stationery by using "EAGLE A" Water-Marked Bond Papers.

One Hundred and Forty Wholesale Distributors and Ten Thousand Printers and Lithographers stand ready to give you our products.

Let us suggest an "EAGLE A" Bond Paper best adapted to your needs.

AMERICAN WRITING PAPER CO.
49 Main Street Holyoke, Mass.

Ask your Printer or Lithographer to show you samples of "EAGLE A" Bond Papers.

It is really a treat to look over them. From the rank and file of expert talent is drawn a vast fund of technical skill. The public has been so educated that it soon detects the false, the inferior or the mediocre. It expects, and generally receives the best.

"That an ad illustration may be artistic and practical is no ninth wonder of the world. Monthly proofs are bearing this out. It is only necessary for those in authority to be patient. If the artist, while in his fiery and temperamental throes, believes he is right when he paints Juliet or Desdemona frying an egg over your patent oil-stove, tenderly but firmly make it over again and insist that it is not entirely customary for the modern housewife to get breakfast with a tulip in her hair and white silk slippers on her feet. It's all very pretty and we wouldn't mind having the wife don a costume-ball rig as she blithely toys with a 'sunny-side-up,' yet it's the stove we're trying to sell and not the artist's secret information pertaining to poetical costume.

"My assistant once gave out a design to be drawn of a lawn party. The original instructions called for moderately dressed men and women enjoying grape juice. In short, grape juice was the excuse for that picture.

NOT GRAPE JUICE BUT FAUNS DAL- LYING 'ROUND

"The delivery of the aforementioned design was a notable event in my career. I recall distinctly that there was a Greek fountain in the foreground, occupying at least a fat third of the space. Marble fauns were dallying around, and a litter of stone cupids were tidying up in the water. Where room permitted a lily thrust itself upon the startled vision. In the background a group of people, attired as if just from Peacock Lane, looked with bored contempt upon a single flagon of grape juice. There were clouds, too—and, ah! such clouds—and

butterflies and some odds and ends of plant life, the likes of which neither heaven nor earth nor Mr. Burbank have ever set eyes upon.

"On the other hand, too many thoughtless persons have a sneaking idea that purchasing art is done as you would purchase potato chips or canned asparagus; merely stroll in and ask the artist to take down a case of pretty-girl heads or display the latest in Grade 4 retouched watch mainsprings. Art, to be at its best, should be spontaneous. It withers and fades when it goes through the process of pickling. The moment you shoot it full of embalming fluid or tuck it gently away in a mummy case for future generations it grows rusty at the elbows.

"The artist of talent, accustomed to dreaming over 'effects,' throws a double-barrelled fit when an order is bombarded at him out of a clear sky. That he may be trained to look upon his tasks with the calm assurance born of past performances and experience and go ahead about the job, enthused over the idea of helping a nation sell its goods, however, has also been proven. It's all in the training, plus frank willingness.

"Men of my acquaintance, clever artists, are prone to resent the kindly suggestions that come from myself and my assistants. Jones, for instance, has fallen into the habit of drawing faces with 'holes' in them. By that I mean that the contour is not rounded; his people look anemic, sickly, not all 'there.' On several occasions I intimated that we were receiving kicks and harsh criticisms. He squirmed in his rage and came back after this fashion:

"'Can't an artist have individuality? Must he rubber-stamp every face he draws?'"

"What could you answer to that?" we inquired.

"Well, sir, I told him that if an audience of two or three million didn't like his faces, he'd better get busy with the stamp."

Advertising to 19,000,000 People Through Motion Pictures

We control a remarkable invention which makes possible—for the first time—the use of motion pictures as a practical advertising medium.

To use this we have planned a novel advertising tour which includes 3558 FREE open-air entertainments in 758 of the best towns in 12 of the most prosperous states in the Union and 210 nights in Atlantic City.

Our capacity is limited. If you want details, we will send them by return mail.

The Motion Poster Sales Company
Real Estate Trust Building
PHILADELPHIA

A Second Letter from the William C. Freeman Co. To Publishers of Newspapers

The Best Way to Spread Information Is to Advertise It. The Best Way to Make a Proposition a Success Is to Tell About It in Public Print. Then There Can Be No Misunderstandings. All Is an Open Book Then. That Is What Our Proposition to Publishers Is.

Many publishers have replied to our proposition to establish a National Newspaper Advertising Bureau.

Some write that they are members of the Daily Newspaper Club, and are not quite certain about taking on our plan.

Others write that the Associated Newspapers contemplate a plan similar to ours, but confined to one newspaper in a community. They, also, say that they are uncertain what to do.

Many others write endorsing the plan and saying that they will go into it. They express the hope, however, that it will be a universal movement in behalf of newspapers.

It seems to us the Daily Club does not represent enough newspapers to make its work successful. Besides, the fund at the command of the managers is not large enough to do big work.

We represented sixty-five newspapers—one in a community—but we could not succeed with our plan because we did not have enough newspapers in a community, nor enough communities, nor enough states or sections properly covered.

The Associated Newspapers have not yet developed their plan, but if it is developed and tried out, they will find that one newspaper in a community will not suffice.

Why not have all of these plans—FOR EACH ONE HAS THE RIGHT MOTIVE BACK OF IT—COMBINE IN ONE GREAT NATIONAL NEWSPAPER ADVERTISING BUREAU and make IT a success?

Why continue working for the development of national newspaper advertising in a small way? Why not go at it in a big, over-powering way?

A National Advertising Bureau, such as we have suggested, with subsidiary Bureaus in sections of the country WHERE THE GREATEST NUMBER OF ADVERTISING POSSIBILITIES EXIST, CANNOT FAIL, if the working force consists of the ablest men in the advertising business—REAL CREATORS—high-class SPECIALISTS in their respective lines.

It cannot be a small organization of small men. It must be a big organization of big men—men of great force—men who now EARN big salaries.

If there are enough publishers in each community and enough communities in States, in sections and in the whole country willing to subscribe to the plan suggested, a fund of at least a quarter of a million dollars can be raised—maybe more.

How would this money be expended?

In maintaining offices for main and subsidiary bureaus? Yes!

In employing big, successful men? Yes!

In advertising in trade papers? Yes!

In suggesting plans and copy? Yes!

In submitting designs? Yes!

In collecting important data for advertisers? Yes!

In traveling—calling on everybody? Yes!

In persistent and intelligent follow-up work? Yes!

Who would be responsible for the expenditure of this money?

The Publishers? No!

A Committee of Publishers? No!

Who, then? THE NATIONAL ORGANIZATION ITSELF!

Publishers must have confidence in the organization—in the company operating the National Bureau and its subsidiary Bureaus—the same as depositors who entrust their money to a bank.

A quarterly statement will be issued to publishers, just as a bank issues a quarterly statement. Such a statement will be just as trustworthy as the statement of a bank.

Naturally, in handling so large a fund, it is proper that the officers of the company operating the National Advertising Bureau shall be bonded, as are men in other big organizations.

There must be an organization that will serve every publisher alike—that will make the publisher of a small paper as much a factor in the organization as the publisher of the big newspaper.

There must be an organization that will give every publisher subscribing to it an even chance. Obviously, the power of management cannot rest with the publishers. It must rest with the organization itself.

The men whose services can be secured are men of character and brains—men who do big things in a big way—men who have already established reputations for business ability, integrity and personal worthiness—men, who, like ourselves, are so deeply interested in the development of advertising for daily newspapers that they are willing to undertake the work under right conditions.

The plan must be universal to be successful. It cannot touch spots here and there only—there must be enough newspapers in every community, state, section, and in the whole country, to combine before the newspapers can go to the advertiser in an intelligent, impressive and effective manner.

This should be accomplished and now is the time for you to act.

WILLIAM C. FREEMAN CO.
SINGER TOWER **NEW YORK CITY**

New England Local Daily Newspapers

Reach the Head and Heart of the People

Every Community here has its daily paper, one or more, that goes into the homes and is read by the buyers of the family.

Every Community here of any size has its thriving industries, for New England is famous for its skill in textiles and metal workings! So the weekly envelope is well filled.

Every Community here has its progressive Shopkeepers who appreciate the value of products advertised in the Local Daily Newspaper. So he lends a helping hand to the advertiser by displaying his goods.

Trial Campaigns are invited by these New England Dailies as they can make good. Let your next test be in New England Dailies.

Ten of the best to try:

<i>Springfield, Mass., Union</i>	<i>Burlington, Vt., Free Press</i>
<i>Salem, Mass., News</i>	<i>New Haven, Ct., Register</i>
<i>New Bedford</i> <small>Standard and Mercury</small>	<i>Meriden, Ct., Record</i>
<i>Lynn, Mass., Item</i>	<i>Waterbury, Ct., Republican</i>
<i>Portland, Me., Express</i>	<i>Worcester, Mass., Gazette</i>

SOUTHWESTERN DIVISION MEETING AT LEAVENWORTH

The Southwestern Division of the Associated Advertising Clubs of America held its fourth annual convention in Leavenworth, Kan., on February 20 and 21.

There was a slight change in the arrangements, the morning session being included in the afternoon programme of the first day. The speakers on the 20th were Charles Fenning, president of the Southwestern Division of Associated Advertising Clubs of America; the Rev. W. H. Harding and Mayor Dolge, of Leavenworth; Frank J. Moss, of the Mahin Advertising Company, of Chicago; E. F. Trefz, of the Thomas Cusack Company, of Chicago; Julius Schneider, of the Chicago *Tribune*; Walter Williams, dean of the School of Journalism, University of Missouri; W. M. Hawkins, president of the Kansas City, Mo., Advertising Club; E. M. Lindsay, president of the civic division of the St. Joseph, Mo., Advertising Club; William Taylor, president of the Oklahoma City Ad Club, and C. C. Wall, secretary of the McAlester, Okla., Ad Club.

There were seating arrangements for 300 at the banquet held in the National Hotel. Gov. Stubbs was the guest of honor. In referring to his understanding that the members of the association had decided not to place any advertising in papers which print unreliable advertising, he said: "That is a fine thing. I think the use of the mails ought to be denied to every publisher who accepts for and prints in his paper any unclean, misleading or questionable advertising."

S. N. Spotts, president of the division, was ill and unable to be at the dinner. However, he spoke over the telephone from his apartments in Kansas City and transmitters arranged about the table gave his message to the diners.

F. A. Crittenden, advertising manager of the Washer Brothers, Fort Worth, Tex., explained to Mr. Spotts by telephone that a silver loving cup awaited the president with the best wishes of the convention.

Other speakers were Warren F. Comstock, a neighbor of Mr. Spotts, who read verses on "The Great Southwest and the Ad Club"; M. V. Carroll, state immigration inspector of Missouri, and C. W. McDiarmid, president of the Toronto Ad Club.

Communications were read from George W. Coleman, president of the Associated Advertising Clubs of America, and J. Woodhead, president of the Advertising Association of San Francisco.

Warden R. W. McClaughy, of the Federal Prison, Leavenworth, was the toastmaster.

Among the speakers on the second day's programme were E. St. Elmo Lewis, of Detroit, who spoke on "What Advertising Needs"; George McKinney and J. H. Craig, both of Kansas City, and F. F. Johnston, of Dallas. S. M. Goldberg read a paper by the editor of **PRINTERS' INK** on "The Man Who Is Posted."

To Sell Your Goods in WORCESTER MASS.

The second largest city in the State, a great industrial city of well paid workers.

USE

The Evening Gazette

It has the largest evening circulation, and is Worcester's "Home" paper.

The local merchants get very fine returns from the *Gazette*, as its circulation is nearly all in Worcester and suburbs, and its readers read and respond to advertising.

JULIUS MATHEWS, Representative.

HANG IT WITH "SIGNPUTS"

The slickest device for attaching paper display material to show windows.

- Signs put up quickly.
- Stay where they're put.
- Don't soil glass.
- Can be moved to suit.
- Have longer life.
- Can be rehung repeatedly.

Endorsed by makers and users of display material. An economy, not an expense. Prices and samples on request.

JOHNSON & JOHNSON
New Brunswick, N.J.

DON'T

Ask Printers' Ink for
MAILING LISTS
That's Our Business

Ask for our "Silent Salesman" No. 52, which contains over 3,000 classified Mailing Lists, giving the number in each and the price.

108	Aeroplane Mfrs.	\$2.50
107	Aviation Supply Dirs...	2.50
59	Aviation Motor Mfrs....	2.00
41	Aviation Propeller Mfrs.	1.50
146	Addressing Companies...	2.00
12,000	Advertisers, General....	25.00
498	Mfrs. & Jobbers Adver-	
	tising Novelities.....	3.00
1,700	Agents, Advertising.....	6.00
50,000	Agents & Canvassers,	
	per M.	4.00
1,273	Agents, R. R. Purchasing	5.00
1,139	Agents, Street R. R. Pur-	
	chasing	5.00
1,210	Agricultural Implement	
	Mfrs.	5.00
290	Aluminum & Aluminum	
	Goods Mfrs.	3.00
733	Amusement Parks	5.00
490	Animal & Bird Dealers...	3.00
7,518	Architects, per M.	2.50
2,000	Architects, Selected, the	
	most prominent	6.00
9,650	Art Stores & Picture	
	Dealers	20.00
6,780	Asylums, Institutions,	
	Hospitals, Sanitariums &	
	Dispensaries	15.00
77	Automobile Axle Mfrs...	1.50
218	Automobile Bodies, Wood	
	and Metal	2.00
546	Auto Mfrs., strictly.....	3.00
5,600	Auto Garages	15.00
8,081	Auto Dealers & Agents...	20.00
6,430	Auto Repairs	15.00
4,875	Auto Supplies	15.00
166	Auto Supply, Whol.....	2.00
62	Auto Jobbers	1.00
87	Auto Lamp Mfrs.....	1.50
479,000	Auto Owners, per M....	2.00
135	Auto Tire Mfrs.....	1.50
119	Auto Tire Vulcanizing	
	Companies	2.00
841	Awning & Tent Mfrs....	4.00
24,889	Banks, Bankers, Trust	
	Companies, per M.....	2.00
237	Banner & Flag Mfrs....	2.50
46,500	Barbers, per M.....	2.00
1,662	Bazaars, Fairs, Racket	
	Stores	5.00
2,253	Five & Ten Cent Stores.	5.00
89	Five & Ten Cent Stores	
	Buying Headquarters....	1.50
6,913	Five & Ten Cent Theatres	20.00
12,030	Foundries & Mch. Shops,	
	per M.	2.50
11,000	Fruit Growers	22.00
2,500,000	Farmers	
250,000	Lady Mail Order Buyers	

The above is only a partial list of lists which we furnish. They are neatly typewritten and show the financial rating in Dollars of each concern. Ask for complete price-list.

Trade Circular Addressing Co.
162 West Adams Street, Chicago
Established 1880

HOW PACKAGE MAY BE MADE A MAGNET FOR SALES

(Continued from page 8)

Our reasons for choosing these two colors are first, that they harmonize and are somewhat unusual in combination; second, that the darker color will not show finger marks or dirt or specking; third, that the orange lightens the blue; and, last, that the packages when bunched make a pleasing impression in the grocery store wholly different from any other display. A lot of the orange rice bags piled up on the shelf or counter makes as much noise as if some one exploded a torpedo in the store, and yet it is an agreeable noise, too.

One experience will show whether the results bear out our theories. One of the upper Broadway grocers in New York City had consented to take a trial order of 25 of the pound bags of rice in the orange-colored bags. When they arrived he piled them up on the counter.

The next morning he was telephoning down for a rush order of 200 bags. They had sold out in less than twenty-four hours. So much for the color scheme on the packages.

Our experience all along the line bears out this conclusion. We spent a lot of time experimenting with the package-appeal and we would have been glad to spend a great deal more time if we could have seen anything more to do.

Mr. Nash's stimulating article on this little considered but vital subject of embodying selling power in the packages themselves will be followed by a series of articles by a staff contributor dealing with the subject in its many aspects, from different angles and in the several important lines of trade.

Back to the Land, a magazine of modern farming published by the New South Publishing Company, which was established at Fort Smith, Ark., over two years ago, has moved its headquarters to Pine Bluff, Ark. A Chicago connection has been made with Rodenbaugh & Morris, 118 North LaSalle street, as advertising representatives.

CATALOGUE WORK THAT SELLS MILLIONS

(Continued from page 15)

Just this. We buy and sell dozens of trade-marked nationally advertised brands. We neither feature them nor repress them. They are treated cordially neutral.

According to the first law of nature, foreign brands are not "pushed."

But neither is substitution of B. B. H. brands for other brands countenanced—the customer gets what he asks for, and he's never sidetracked.

In the matter of prices, we maintain them whenever the manufacturer of advertised brands insists that we maintain them—not otherwise.

Under our own brands we carry everything that the average merchant requires, and so outside brands are not necessary to our well-doing—not yet.

And, sh-h!—confidentially, we can often buy advertised brands (without the brand) from the same sources (the same factory) and sell them cheaper.

To go into all the various phases of this business would take more space than the editor would want to give me.

But there are one or two other facts of interest.

All our advertising is the stern, strong truth—no fancy, frilly descriptive matter without meaning, no misrepresentation, no flimflam nor flapdoodle.

When the retail merchant reads "all wool" in the B. B. H. catalogue, it's all wool—every thread of it—and the merchant knows it.

The keynote of this business is openness.

Long ago I instituted a campaign of confidence—and it's active here six days in the week, every week of the year.

To let the B. B. H. force know where I stand personally, this fine bit of writing was set up 16 by 24 and posted in every department:

There must be no lying—white lies or fabrications—in any department of this business.

The Boston Traveler is Boston's local daily paper.

86% circulation in Metropolitan Boston.

95% in Boston's cash trading district.

The actual average for 1911 was 83,029 copies daily.

FRANK S. BAKER

• PUBLISHER

Afternoon Specialist

Now open for a position as Business Manager or General Manager. Ten years practical and successful experience. Have held all positions on paper from circulation department to publisher. Recently sold my interests and would later invest \$10,000 as part owner of paying paper.

35 years old and references are A 1. I expect a good salary but I get the business. Address

"BUSINESS MANAGER,"
Box 72.
Care PRINTERS' INK.

How would you like to have your advertisement seen and read by every one of those who make up the circulation which you pay for when you buy advertising space? You can experience the sensation, in dollars and cents, if you use

PHYSICAL CULTURE

It is one reason why keyed advertisements stay with us month in and month out.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager
Chicago Office: People's Gas Building
W. J. Macdonald, Manager

Quality Circulation Brings Returns

If you make anything to sell and are not satisfied with the present volume of sales, ask us to show you what we could do to help you.

We will investigate your selling problem and put before you a sales promotion plan designed to bring results.

You will incur absolutely no obligation except to thoughtfully consider the recommendations we may make.

CHURCHILL HALL

ADVERTISING
AND SELLING

50 UNION SQUARE, NEW YORK

Whatever the cause, whoever the mistake, however bad the mix-up, or heavy our loss, we are going to sit tight and tell the truth.

This applies to everybody, from the head of the concern to the newest office boy, and includes every detail of business, from salesmen's promises to excuses for non-delivery.

It concerns our relations with our customers, and our relations with one another.

The retail merchant who sends us an order takes no chances; his satisfaction is insured.

In the first place, he has the clearest kind of a clear idea, when he assimilates catalogue information, as to the kind of merchandise we offer him.

But, to protect him against himself, we guarantee every item that we sell, like this: "Unless the goods are as good as yours, for less money, or better than yours, for the same money, you may return any or all to us within five days, at our expense."

Even under this comprehensive guarantee, the percentage of B. B. H. returns is small indeed.

But the guarantee produces peace of mind.

* * *

To do away with any tendency toward internal sluggishness, we have our books inspected by a certified public accountant *each month*.

His findings—the total sales increase for the month (sometimes the department increases)—are published in our large monthly catalogue.

You see it keeps us hustling all the time to keep ahead of our own record.

In the thirty years this business has been in existence the sales have increased every year.

For the past ten years we have led every general merchandise wholesale concern in the country in rapidity of growth.

The B. B. H. is now one of the four largest wholesale houses in the United States, using 810,000 square feet of floor space.

That the principles and precepts I have set down here are primarily responsible for this great growth I truly believe.

Not long ago I was queried on the subject of free deals.

"Free deal, what's that?"

"Why, you give an extra dozen of this or that to the retail merchant who will buy a gross or more of the same article from you," was the illuminating answer.

Let us pause for a moment and think what a rotten proposition this is.

First, the scheme is to bribe the retail merchant to buy more of something than he actually wants or needs.

Second, it is economically unsound. Any policy that will permit of a free deal is not giving the customer a square shake-down in the original purchase.

Who pays for the extra "free deal dozen" if it is not the customer?

I want to know.

None of that for the B. B. H.

BARNARD WITH STREET RAILWAYS

F. R. Barnard has been appointed assistant advertising manager of the Street Railways Advertising Company, in charge of the national representatives and the national work of local representatives, in the Eastern territory, with headquarters in the home office, Flatiron Bldg., New York.

For the past six years Mr. Barnard has been the New York representative of the Street Railways Advertising Company, and during the five previous years he was an inside man in the advertising department of the Butterick Company, as assistant to John Adams Thayer, Thomas Balmer and Ralph Tilton, three successive advertising managers of the Butterick Trio.

COLEMAN TO VISIT PACIFIC COAST

On March 4, George W. Coleman, president of the Associated Advertising Clubs of America, started on another of his whirlwind speechmaking tours. His principal objective points this time will be Colorado, San Francisco, Southern California and Texas. He expects to be gone about three weeks.

A movement is on foot to induce Mr. Coleman to accept the presidency for a second term, but his consent has not been obtained. The office carries with it a heavy personal strain and consumes a great deal of time.

Newell L. Mead, Jr., has sold his interest in Sherman & Bryan, Inc., advertising agents of New York and Chicago, to become general manager of the Pneu Form Company, makers of pneumatic dress forms at 557 Fifth avenue, New York.

PORTLAND

The Metropolis of Maine

The population of greater Portland exceeds 75,000. It is a fine residential City, with a fine class of people. The one great advertising medium here is the

Portland Express

The only evening paper in Portland. More than three times the net Circulation of any other Portland paper. The Greatest Circulation of any Maine Daily, and the greatest Salesforce in the State.

Carries the Most advertising because it sells the most goods.

JULIUS MATHEWS, Representative.

The South's Greatest Mercantile Publication

Is the largest sectional mercantile monthly in the United States. Carries ads of only representative National and Southern houses. Maintains strictly paid in advance circulation.

The Merchants Journal and Commerce

A Magazine for Southern Merchants

(A consolidation of the Merchants Journal, Charlotte; Southern Retailer, Atlanta; A Magazine for Business Men, Raleigh; Commerce, Atlanta.)

The oldest and most successful trade journal in the South. Official organ of the Southern Merchants. Furnishes detailed sworn statements and post office receipts for past twelve months.

Edited by Norman H. Johnson with the able assistance of a store trained staff. It is the *South's Mercantile Authority*.

Rates are higher than most trade journals, but select and large circulation, editorial and typographical features and service give, in fact, the highest possible value at the lowest cost.

Merchants Journal Publishing Co.

Barnes R. Harris, Adv. Mgr., Lynchburg, Va.
Paul Reese, Empire Building, Atlanta.
M. T. Joy, Flatiron Building, New York.
R. H. Thomas, Munsey Building, Baltimore.
Harry B. Boardman, 154 W. Randolph Street, Chicago.
Arthur W. Fonda, 373 Washington St., Boston.
Chas. Porter, 954 Rose Building, Cleveland.
Banks Cates, Observer Bldg., Charlotte, N. C.
D. D. Staples, Mutual Building, Richmond, Va.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203. Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1100 Boyce Bldg., GEORGE B. HISCHE, Manager, Tel. Central 4310.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Olive 83.

Atlanta Office: Candler Bldg., GRO. M. KOHN, Manager.

Philadelphia Office: Lafayette Building, J. ROWE STEWART, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

New York, March 7, 1912

Is It a Case for a Doctor of Advertising?

The Central Leather Company is one of America's great industrial corporations. Just now it is suffering from a little indisposition, in fact rather a severe attack of financial grippé. The doctor who has been called in to treat the patient belongs to the old school, the school of corporation attorneys. Now corporation attorneys are very necessary in certain contingencies but their long suit is not coping with deficits. And it happened that the officers of the Central Leather Company are just now facing a deficit in 1911 of over two million dollars. In 1909 the net earnings were two and a half millions so the business of this company cannot be said to be on an intrinsically unsound basis. Why then this enormous fluctuation in the profit and loss account? The president in his annual statement attempts to explain things in this wise: "Other companies in the same and kindred businesses have

experienced similar conditions and a study of the history of the company and its predecessors shows that it has been characteristic of the leather trade for many years."

On the other hand, the disgruntled stockholders talk of mismanagement, excessive salaries, serious differences between the company and the producers of hides, etc. Now the real cause of the trouble may lie deeper than any of these things. It may be that the company is *out of touch with its market*. Other great corporations are in similar position. For example, the United States Steel Corporation, when business conditions are bad and the inflow of buying orders lessens, is accustomed to reduce prices to keep things moving and profits proportionately disappear. No one has as yet been able to study out a plan by which concerns of this type can stimulate their market except by such an unsatisfactory method as foregoing profits. If any "efficiency engineer" or advanced apostle of merchandising can cut this Gordian knot, his everlasting fortune is made.

At this juncture, it might be well for the Central Leather president to study the last report of the American Cotton Oil Company. The conditions confronting these two great corporations have points of similarity. The cotton oil year was bad; very bad, just like the leather year. Fortunately the cotton oil company had some profitable by-products like cottolene, Fairy soap, etc., to fall back upon. Here is this company's official statement through its board of directors:

"The business of the company in advertised and trade-marked specialties has been satisfactory. It is steadily increasing in volume, despite vigorous competition. The year's operations have renewedly demonstrated the trustworthy character of a business which, based upon articles necessary to the daily life of the people and the excellence of which is carefully maintained, is supported by a liberal and energetic system of public exploitation.

"The directors have long recognized the importance of fostering and developing this branch of the business and have year by year maintained or increased their appropriations for advertising publicity, with the result that the existing manufacturing facilities for these classes of products are fully employed."

That statement is of the greatest significance. It has been published in PRINTERS' INK before and very likely we shall publish it several times more until it sinks in. What has the Central Leather Company with its \$75,000,000 of capital stock been doing all these years to strengthen its strategic position in the market? In good years what has been done to prepare for the lean years that are sure to come? Has it no products or by-products,—or could it not have created such by-products,—which could have been made the basis of a campaign of exploitation? It now deals in sole, belting and harness leather, in hemlock lumber, in hardwood and miscellaneous lumber, in glue, grease and other things. With such a variety of products is there nothing to do but to sit back and take losses philosophically?

Simultaneously with the publication of the Central Leather report and the loud grumblings of the stockholders, comes another significant announcement in the financial columns. It is in connection with an offering of stock in the Van Camp Products Company. Here is what the fiscal agents say:

The business of The Van Camp Packing Company is old and long established—(1861). Its growth has been constant and rapid. It is among the largest food-product manufacturers in America and its name is a household word.

The business consists of food products only, such as VAN CAMP'S PORK AND BEANS, Milk, Soup, Catsup, Peas, etc. They are handled by more than 300,000 grocers and the market is broad and constant. Millions of dollars have been spent in the advertising of the name VAN CAMP.

It is generally recognized that a food-product business built up by publicity and growing through the increasing and insistent demand from consumers is a business of the most substantial sort. Its real customers are the housewives in a million homes,

who have been interested by the advertising and held by the quality of the products.

Does this suggest anything to the officers of the Central Leather Company who have voluntarily accepted a material cut in their salaries and have passed a similarly unpleasant message down all the line of their employees? Is it, in fact, time to call in the doctor of advertising instead of the doctor of corporation law?

PRINTERS' INK says:

If every ad bore its writer's name in ten-point type, some folks would be ashamed to go home.

Dulling the "Buying Edge" One of the very foremost reasons for the employment of an advertising agent is his buying power—his ability to secure not merely the rock-bottom price for space, but the reasonable and legitimate co-operation which the bulk of his business commands, and his power to create for his clients a friendly attitude on the part of the publications which receive the business. The loss of a good many substantial accounts, if the whole truth were known, is directly traceable to the dulling of the agent's "buying edge," through the various favors and more or less disguised rebates which are demanded for the agent's benefit—not his client's.

Only recently a manufacturer of a product sold through grocery stores was committed to a policy of sampling as opposed to advertising in the local newspapers. His advertising agent showed him that for the same amount of money it would cost to sample the territory *once*—about five cents per family—he could run thirteen full pages in a Sunday newspaper with a circulation of 75,000, thus driving the message home *thirteen* times at a cost of but four cents per family. Still the manufacturer insisted upon sampling, in the belief that it would secure much greater co-operation on the part of the trade.

Now the agent, because he had not dulled his buying edge by de-

manding from the newspaper every possible favor for his own profit, was enabled to go to the publisher and secure his co-operation in proving that the dealers would actually prefer the newspaper advertising. The publisher sent representatives to interview the grocers, present the arguments for the newspaper campaign, and find out what their attitude really was. As a result the business went into the newspaper, to the profit of the advertiser, the agent and the publisher.

That is only one concrete instance where an agent was enabled to help his client—and incidentally himself—because he had not dulled his buying edge. Whereas if he had been demanding from that particular newspaper publisher all the come-backs the traffic would bear—to say nothing of actual graft—it is hardly reasonable to suppose that the publisher would have gone out of his way to serve him.

In the opinion of some careful students of contemporary advertising conditions, it is not the agency system that is at fault, but rather the abuse of the power which a number of large accounts puts into the agent's hands. It may look profitable, at the moment, to collect tribute from publishers with the tacit understanding that business may be withheld if it is not forthcoming. But nobody profits by it. Even the agency which receives it loses in the end, for it is a direct impairment of that buying power upon which the agent must depend for a large share of his business.

PRINTERS' INK says:

When it becomes necessary to insist upon the honesty of your proposition it's about time to hunt another job.

Hurting the Higher Grades The question of fraudulent advertising has so many aspects that it is not safe for the business man to sit back with the assumption that he is "not interested" because his own advertising is honest. Steele F. Roberts, President of the

American National Retail Jewelers' Association, emphasized that fact in an address delivered at the Kansas City meeting of the association. Mr. Roberts said:

Never in the history of the jewelry trade has the manufacturing and selling of American watches been in such chaotic condition as during the past year. The manufacturers of movements have been aghast at the situation of running their factories to supply seven-jewel movements and then see them advertised as possessing all the accuracy and perfection of their high grade jeweled movements.

And what, do you ask, will be the outcome of this epidemic of spurious watches and fake guarantees? Why, there never will be any outcome or stoppage of this pernicious practice of fake guarantees and untruthful advertising until we have a national and state law prosecuting and punishing fraudulent advertising.

There is the situation which is being faced, not by the manufacturers of watches alone, but by the makers of many classes of goods which are sold through the retailer in several different grades. The manufacturer's advertising may be absolutely honest, but if any unscrupulous dealer, by making exaggerated claims about a cheaper grade, can nullify the legitimate claims made for the higher grade, is the manufacturer not interested in preventing such a state of affairs?

The only man who is "not interested" in the movement against fraudulent advertising—the only man who can afford to oppose it—is the man who desires the privilege of lying in print.

PRINTERS' INK says:

Maybe the Board of Directors are a lot of boneheads, but it's an unfeeling world outside.

AS TO RAILROAD ADVERTISING

J. W. Booth, advertising manager of the Missouri Pacific Railroad Company, spoke at the noonday luncheon of the Milwaukee Advertisers' Club February 28. Mr. Booth compared the advertiser with the intensified farmer. Both must study the conditions in which they sow their seed to bring about the best results. The assertion that advertising does not pay was absurd as the assertion that the soil does not produce, said Mr. Booth. He also stated that newspapers are a far better medium for railroad advertising purposes than magazines or national periodicals.

SMOOT'S SIGN SYSTEM

AND
WEST VIRGINIA
ARE SYNONOMOUS
WHEN THE PROJECT IS
**OUTDOOR OR
STREET CAR
ADVERTISING**

OPERATING IN EVERY TRAFFIC CENTER
CITY AND TOWN IN THE STATE, WITH
THE MOST EFFICIENT ORGANIZATION
THAT MONEY, EXPERIENCE AND BRAINS
CAN PRODUCE.

WE WILL COME ANY DISTANCE FOR
A PERSONAL DISCUSSION OF YOUR
WEST VIRGINIA PLANS.

SMOOT'S SIGN SYSTEM

ESTABLISHED 20 YEARS

EXECUTIVE OFFICES,
UNION TRUST BLDG. PARKERSBURG, W.VA.

OTHER OFFICES IN WHEELING, FAIRMONT,
CLARKSBURG, HUNTINGTON, CHARLESTON.

ADVENTURES IN FOLLOW-UP

HOW JENKINS KEEPS OUT OF THE COMMON RUN OF FORM LETTER PHRASES — SIDE-STEPPING THE TYPEWRITER ENTIRELY—HE STILL HAS CONFIDENCE AFTER EIGHT REDUCTIONS IN THE PRICE

By John P. Wilder.

II.

To one who is acting for the time being in the role of a sucker, there is a certain sameness visible in the follow-up—certain "property expressions" which occur in all sorts of letters. The solemn assurances of health and strength to be found in Somebody's Pills and the rhapsodies upon the profits to be derived from an investment in iron pyrites stock are all tempered with the same phraseology, of which the following are a few random samples:

"If you could only sit here beside me as I write, and see the letters of gratitude which are pouring in from all over the country—"

"Can it be that I have not made myself clear to you? There must be some reason why you have not sent me your order, and it must be my fault—"

"As you are one of the first to write me from your locality, I am making you a special, confidential offer—"

"True happiness is to be found only in being of benefit to our fellow men, and I can conceive of no greater happiness than placing this—in every home—"

"The advertising you will do for me in your locality will more than make up for the money I lose by making you this special price—"

"Do you think I would dare make such statements if the goods weren't exactly as represented—"

These phrases recur with such regularity it was with a degree of relief that I got on Jenkins follow-up.

Jenkins sells "apparatuses" from a city located in the Central

Time belt. Jenkins is one of the real originals in the "make big money by acting as our agent" class. He carries his originality over into the follow-up, of which there doesn't appear to be any end.

Apparently the first thing Jenkins does when he gets an inquiry is to cut a stencil for the name and address, for the first letter comes thus directed. So there isn't any need of using a typewriter at all. Jenkins simply slaps the date on the letter with a rubber stamp, feeds the envelope through the addressing machine, and 'tis done. He obviates filling in on the letters by having a phrase such as "Jenkins earnestly consults you with greetings" run in where the salutation generally occurs.

Jenkins has a style of composition that is all his own, so far as I am aware. He shows a glorious contempt for the conventionalities, and soars straight ahead through two pages—on both sides of the sheet for economy's sake—to his climax of a still further reduction in the price "to you, my brother." Here's a sample from the "earnestly consults you with greetings" letter, which was fourth or fifth in the series:

REJOICE—BE HAPPY—THE CANON OF SUCCESS IS BELCHING GOOD NEWS. Oh! listen to me—let me talk to you like a friend for just 5 minutes.

Read—Oh! I say to you, every word of this earnest, conscientious appeal to your intelligence. As General Manager of this ENORMOUS BUSINESS I PLEDGE YOU MY WORD OF HONOR I could not be more EARNEST, MORE SINCERE if I were to talk to you face to face.

THREE CHEERS! HURRAH! IT'S GRAND—IT'S GLORIOUS—ETC.

Eight letters in all have I received from Jenkins, each written in the same gatling-gun mode of expression. Moreover, the same enclosures—all that a penny stamp will carry—have been included with each letter. The price of Jenkins' apparatus has fallen from eight dollars to three twenty-five. The agency proposition has become sort of snowed under in the effort to get me to purchase a sample outfit. Jen-

kins admits that he will lose money if I do buy it.

Here are the opening chords of letter number eight. The whole symphony is too long for reproduction:

A HEART TO HEART APPEAL

From Jenkins
With Greetings:

HELLO! HELLO! Are you at home? Say—I have got something to say to you—I am going to talk mighty plain. I have resolved to just simply stir things up—I am going to startle

you—stir you up and make you understand that you owe me, Jenkins, your good will.

WHOOPEE! HURRAH! what's the matter? Why don't you look around you—see the condition that surrounds you—get right up—then sit right down—and have a good OLD FASHIONED HEART TO HEART TALK with Jenkins. Think of the time when you asked me to WRITE TO YOU—TO DO SOMETHING FOR YOU—then think of the time that I did it—think how willingly, gladly and courteously I did it. Are you thinking? Well then—think hard.

**H. H. WALKER
INCORPORATED**

GENERAL ADVERTISING AGENCY

**200 FIFTH AVENUE
NEW YORK CITY**

Vital, Constructive Trade-Mark Counsel

Conditions today are such that practically every advertiser can profit by consulting us. Registration is but a small first step in protection.

"Had we known of you earlier we could have saved \$10,000," says the Caementum Sales Co., Boston. Clowry Chapman, author of "Law of Advertising and Sales" is exclusively on our staff. We plan continuous systems of good-will protection; originate names and marks that have both maximum protection and advertising value. We have a reference list of 135,000 unregistered but used brands.

Other service: consumer and dealer investigations; data and statistics; weekly loose-leaf Selling and Advertising Reporting Service. 2600 sq. ft. Efficiency Exhibit maintained. Consultations, analyses and opinions. Get literature.

The Business Bourse

J. George Frederick, Editor and Counsel

260-261 Broadway (opp. City Hall) New York

1847 ROGERS BROS. 

"Silver Plate that Wears"

The famous trade mark
1847 ROGERS BROS. guarantees
the *heaviest* triple plate.

Catalogue "P"
shows all designs

MERIDEN BRITANNIA CO.
(International Silver Co., Successors)

MERIDEN, CONN.

NEW YORK CHICAGO SAN FRANCISCO



GETTING THE CUSTOMER TO TRY A LARGER SIZE PACKAGE

SAMPLING CAMPAIGN THROUGH THE NEWSPAPERS GETS TEN-CENT CAN OF EVAPORATED MILK INTO THE HANDS OF FIVE-CENT CUSTOMERS—"RETURNS" AGGREGATING FIFTY PER CENT OF THE TOTAL CIRCULATION

One way to get people to buy more is to persuade them to buy in larger quantities at a time—to switch the demand from a smaller package to a large one, for example. Experience has shown that a housewife will use more of a given commodity if there is an ample supply on hand than she will when there seems a probability of running short. In other words, ten-cent packages will usually be bought more than half as often as five-cent packages if the customer can only be gotten into the habit of buying the larger size.

But the rub comes right at the time when the attempt is made to sell the first ten-cent package to a customer who has been buying the small packages. There is the force of habit to overcome, and the unwillingness to part with double the amount of money. The customer thinks she has been perfectly satisfied with the smaller quantity, and only the convenience of actually using the larger supply will convince her that it will give better satisfaction. Which necessitates getting the ten-cent package into her hands, and getting her to use it.

The John Wildi Evaporated Milk Company, of Columbus, O., has been accomplishing that purpose since 1908 by means of what is practically a sampling campaign conducted through the newspapers. Incidentally, the campaign results also in strengthening the company's distribution, and in attracting numbers of new users for the product.

The nub of the campaign is a coupon which is good for five cents in part payment for a ten-cent can of the company's product. It is not good for a five-cent can, nor will it be received in part

payment for any size larger than the ten-cent size.

Careful preparations are made for the campaign by salesman's visits to dealers within the territory to be covered. These salesmen are armed with proofs of the advertising, complete plans, etc. Grocers who already carry the company's product are urged to increase their stock of the ten-cent cans, while those who do not carry the line are urged to take advantage of the coming demand.

Large spaces are taken in the newspapers for several days previous to the publication of the ad containing the coupon, making clear exactly what customers must do to take advantage of the offer, and to stir up anticipation.

The grocer who takes a coupon in part payment for a can of milk, removes the trade-mark from the label on the can, and sends both coupon and trade-mark to the company, or gives them to the company's salesman on his next trip, for redemption at the full value.



THE COUPON IN A NEWSPAPER PAGE

John T. Montgomery, secretary of the company, states that at no time since the plan was inaugurated has the return of coupons been less than fifty per cent of the total circulation of the papers in which they were printed, and in some cases the company has cashed as high as seventy-five per cent.

**PLAN TO RAISE MONEY FOR
VIGILANCE COMMITTEE WORK**

The Vigilance Committee of the Advertising Men's League, New York, has adopted a funding plan to meet the expenses of the active campaign now going forward. It is proposed to raise the sum of \$25,000, half of which is to be available for the use of the National Vigilance Committee of the Associated Advertising Clubs. Possible sources of contributions have been canvassed, and the amount required has been apportioned among publishers, special agents, advertising agents, associations, and advertisers who are directly interested in the suppression of dishonest advertising.

**HARVESTER BUSINESS TO GO
DIRECT**

The International Harvester Company is sending a notice to publications, that beginning with March, orders for their advertising will be sent direct instead of through the Taylor-Critchfield Corporation, which has been placing the advertising for a number of years.

Charles G. Norris has been appointed art editor of *The Christian Herald*. Alden Pierson, who has been identified with the publishing business in Baltimore and New York, succeeds Mr. Norris as art editor of the *American Magazine*.



**Will you accept this book
for ten days Free Inspection**

Over 100,000 answers to sales, advertising and business problems. The Mahin Advertising Data Book (18th edition), contains an authentic answer for practically every question of detail in the subject of advertising. It gives accurate and complete information about newspapers, periodicals and out-door advertising; different styles and sizes of type; explains half-tones, signs, electrotypes, etc. Practically indispensable to every advertiser, 556 pages printed on Bible paper and leather bound—vest pocket size.

\$3 Value For \$2

If at the end of ten days, you feel you cannot do without it, send us \$2 and we will send you the Mahin Messenger for one year—the subscription price of which is \$1—containing up-to-date advertising talk. Use the Data Book for accurate reference—time-saving—conveniently indexed—nothing like it.

Ten Days FREE Inspection

Write for it today on your business letterhead.

FREE
Inspection

Mahin Advertising Co., 836 American Trust Bldg., Chicago

Established 1883

Atoz Printing Company
South Whitley, Indiana



Large Editions Exclusively
Facilities Unsurpassed for Printing
Booklets and General Advertising
Literature for National Distribution

The Little Schoolmaster's Classroom

Good advertising is good argument—argument by direct statement, inference, illustration, or some other form, but argument just the same. Be sure your advertising argument is right before you go ahead, or you may come to grief. A certain direct-to-consumer advertiser puts up the argument that by doing business by mail he saves the consumer the expense of the salesman. This may sound plausible to unthinking people, but those of experience know that mail-order merchandising, though it may not always be as expensive as face-to-face selling methods, cannot be carried on free of expense.

A business man recently received some of the literature of the concern above referred to and wrote back: "Does it cost you nothing to use expensive advertising space, to create inquiries, and to send out good printed matter? Do you not regard your sales correspondents as salesmen? Don't you pay them? Do you mean to say that all your customers voluntarily, without promotional expense on your part, realize their need for your article and that they all know who you are and where you are?"

These were very nice little questions; to date, no reply has been received. The truth is that the concern probably did have a lower selling expense than similar concerns doing most of their business through salesmen, but it oversteps the mark in claiming that it is able to cut out the expense largely or entirely. The day of automatic, expenseless selling has not yet dawned.

* * *

Says an acquaintance to the Schoolmaster: "I don't know that I ever saw a more interesting series of advertisements in my life than those I have recently observed advertising ——— Glue. They have shown me not less than

six everyday uses, for which glue comes in handy. The other day a screw in the door became loose, and it wouldn't hold when I screwed it back. I remembered that glue ad that told about how a loose screw could be fixed by dipping it into glue. I tried that plan, and it worked like a charm."

He is a busy professional man, and yet the writer of the glue copy caught him with little advertisements that told interestingly about the various uses of glue—just plain, commonplace glue. Still, there are those who would have us believe that you can't get men to read such advertising.

* * *

"No," said another acquaintance of the Schoolmaster, "I never read advertisements." "Really, I don't," he protested, on seeing the smile his remark had called forth. On the table before him lay a newspaper. Said the Schoolmaster: "I can turn six pages of that paper and put my finger on three advertisements that you read regularly." "You can't," was the reply. Knowing that this acquaintance was a stock broker, the Schoolmaster turned to the financial page and silently pointed out the offerings of three investment concerns. Mr. Never-Read-Advertisements gracefully capitulated. He was a shrewd business man. Why did he have such a narrow point of view? Because he forgot that very few advertisers hope to interest everybody; that most advertising is aimed at a certain class of people; that the department store advertisements were no more designed to interest him than were the investment offerings designed to interest amateur athletes. Does it connect with the class the advertiser can reasonably hope to interest? That's the important question. The man who can see and judge things

from the viewpoint of the class the advertiser is trying to reach is well on the road to success.

* * *

Much used to be said about the value of the "outside point of view." Now the tide seems to be turning, and we hear a great deal about the "inside point of view." Great is the combination when the advertiser can have the benefit of both of these points of view—the view of the man from the outside, who can look with fresh interest at the things that have become commonplace to those always on the job and who therefore receives more vivid impressions—and the view of the insider in constant touch with customers, correspondence, the company's salesmen, the methods of the factory, etc.

An outside man was recently admiring a high-priced safety razor. He thought it was a perfect tool. But an inside man picked up one of the blades and told a little story of the grinding and honing processes that aston-

I Have Made Good

in one of the most difficult branches of the technical sales field as salesman, sales manager and sales promoter generally.

Twenty years of hustling, grueling, all around business. Experience, ten years of strenuous office- and field-selling experience plus the fixed habit ever to learn through experience, study and close observation cannot but develop an intelligent man with plenty of horse sense into a most serviceable salesman. I am to-day a salesman in the broadest, most comprehensive sense of the term.

My record proves this.

If you need such a man, in any capacity, write to-day. Dictate a brief outline of your requirements now. I want a job—you need a man—let us get together at once. Address,

A. B. H., care Printers' Ink.

Ask any Pittsburgh Man about

THE PITTSBURGH POST

and

THE PITTSBURGH SUN

and he will tell you that they are the best buy in the Pittsburgh advertising field.

Special combination rate for both papers; THE PITTSBURGH POST morning and Sunday—THE PITTSBURGH SUN every evening.

John Budd Company, Special Representatives, New York, Chicago and St. Louis.

102% Efficiency

The five active New York life insurance companies show an average record of Efficiency from organization to date of 64%, the highest one is below 70%. For 20 years we have represented the strongest Life Insurance Company in America, 102% Efficiency to date.

Can you afford anything less when this is obtainable?

J. A. Steele, Winthrop Steele
170 Broadway, New York



Moving Picture Advertising Slides

Your dealers will appreciate receiving hand-colored slides to exhibit in their local moving picture shows. We make superior slides for many of the largest national advertisers. Write for samples and prices. We place your dealers' name on slides advertising your product.

SMITH SLIDE CO., 710 Granite Bldg., ST. LOUIS, MO.

PACIFIC BUILDER & ENGINEER

Only Construction Journal in the Northwest

Guarantees a circulation of 3,182 weekly. Reaches Engineers, Contractors, Architects, Executives—who either buy or specify the kind of material, equipment, machinery or supplies to be used in Northwest building and engineering construction or industrial development work. Advertising rates on request.

PACIFIC BUILDING CO. SEATTLE

Here are 387 Retail Merchants

With Over 50,000 Consumers

Dry Goods Stores	36	Confectioners	20
Grocery Stores	55	Clothiers	30
Druggists	27	Haberdashers	30
Hardware Stores	6	Jewelers	20
Stationers	13	Wholesalers	6
Tobacconists	26	Miscellaneous	121
Total, 387.			

These 387 retail merchants are patrons of the Janesville, Wisconsin, Daily Gazette; the 50,000 consumers are buyers at these 387 stores. You can reach these 50,000 consumers with your article quickly. Money is plentiful in Southern Wisconsin. The Janesville Gazette is a puller for business. Let us prove it to you.

JANESVILLE DAILY GAZETTE,

A. W. ALLEN, 1502 Tribune Building, Chicago
M. C. WATSON, 34 W. 33d St., New York.



ILLUSTRATIONS-
Drawings that translate
the selling talk into pictorial
language - the oldest, straight-
est, strongest form of appeal.

We make Illustrations!

**LAMBERT GUENTHER
and WALTER SMITH-
ADVERTISING ILLUSTRATIONS
BY WRITING and PRINTING
37 East 18th St., NEW YORK.**

FOR SALE

Up-to-date newspaper in prosperous Southern City. The Anniston Hot Blast, established 1873 and the leading daily of one of Alabama's most progressive cities—will be sold to the highest bidder on March 19th, 1912. All bids must be properly sealed and certified check for \$100.00 accompanying same. Owner has other interests which demand his entire time. For complete details, circulation, inventory of equipment, etc., address

J. H. EDMONDSON, Box 232, Anniston, Ala.

The German Weekly of National
Circulation

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 128,384. Rate 35c.

ished the outsider, who was not a man of mechanical training. Immediately the outsider saw that there was something more to be done before the razor could be put out as a perfect tool.

A new correspondence school started up with a fair amount of capital, a good location and some other advantages. But it wanted no inside point of view; it saw nothing to be gained by employing several experienced correspondence-school men. It was going to be a "different concern." And so it was, for it shot its bolt and dropped out of notice in record-breaking time. It bought, at a dear price, some experience that an inside point of view would have easily enabled it to avoid.

* * *

Don't think, because you see a well-known concern's advertising in a certain medium regularly, that this is positive proof of the value of the medium. Maybe the advertising is placed with the medium on the basis of so much for each sale that the medium brings. The Schoolmaster knows of one large concern that offers copy to second-rate mediums on the basis of eight dollars for each sale produced; and these propositions are frequently accepted. Only rarely do the mediums accepting this offer produce enough business to earn their rates.

* * *

A well-known correspondent says he believes that he owes considerable of his success to the good nature that he puts into his letters. He declares that every year hundreds of trying situations in his work are smoothed over by injecting a little sympathetic or broad treatment into the discussions or by having a sense of humor and being jovially courteous. When he writes: "We certainly are sorry that this thing happened and we don't blame you a bit for being out of patience with us. But we are right after the matter and you can rest assured that it will be fixed up," he takes all the ill humor out of the other fellow.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENTS

FORCEFUL PUBLICITY or **ADVERTISING WRITTEN** and placed cheap by resourceful, intelligent newspaper man. Address Room 710, 215 West 23d. Ask us to call.

CLASSIFIED ADS—All newspapers and magazines—insertion proven—right rates—quick, accurate service. Mail-order literature prepared. Send for lists or estimates. **KLINE ADVERTISING AGENCY, Cleveland, Ohio.**

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

In Cuba and the West Indies

THE

Beers Advertising Agency

is the one to consult

THEY ARE ON THE SPOT

YOU know what that means!

37 Cuba Street, Altos (Upstairs) Havana, Cuba
CHAS. H. FULLER Co., Chicago, Ill., Corr.

ADVERTISING MEDIA



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

ADVERTISING NOVELTIES

FREE SAMPLES celluloid and metal specialties that ad men for brokers, insurance companies, banks, real estate concerns can use to good advantage and profit. **BASTIAN BROS., Rochester, N. Y.**

AD WRITERS

I SERVE agencies, manufacturers and others with copy for Booklets, House Organs, Catalogs, Folders, Ginger and Sale Letters on a piece work basis. **WONFOR, 114 So. 11th St., Newark, N. J.**

COIN CARDS

WINTHROP COIN CARDS. Made of coated stock, patented apertures for any coin or coins. Money inclosed in our cards not noticeable to the touch. People remit by coin card who would not bother with money orders, checks, or stamps. Neatest and safest coin card made. Write for price-list and samples. **THE WINTHROP PRESS, Coin Card Department, 60 Murray St., New York, N. Y.**

BUSINESS OPPORTUNITIES

"**REASON-why**" advertising things, luminous and convincing. **FRANCIS I. MAULE, 401 Sansom Street, Philadelphia, Pa.**

FOR SALE

FOR SALE—8-PAGE GOSS PERFECTING PRESS, IN EXCELLENT CONDITION: with all stereotyping outfit. Address **JOURNAL PRINTING COMPANY, RACINE, WIS.**

TWO No. 3 and one No. 1 Magazines for Meenthauser Linotype. Guaranteed in A1 condition. Will sell for \$75.00 each or \$200.00 for the three. Schenectady Gazette, Schenectady, N. Y.

HELP WANTED

ADVERTISING Representative for Chicago territory on commission. **Pacific Builder & Engineer, Seattle.**

ADVERTISING SALESMEN to take as a side line First Class Foreign Trade and Export Publication on commission basis. State the territory covered. "C," care of *Printers' Ink*.

Office Manager

by established advertising agency. Don't reply unless thoroughly capable. Box "O. F.," care of Printers' Ink.

Wanted—Business Manager

and also good man for circulation department. Town of 25,000. Give reference and salary. THE WASHINGTON (PA.) RECORD.

WANTED—Circulation Manager for an evening paper in growing city in Michigan. Good salary to the man who can deliver the goods. State experience, references, married or single, and salary expected to start "ABILITY," care Printers' Ink.

A SPECIAL AGENCY requires the services of an intelligent, energetic young man in its Western office. Will pay \$1200 a year to start, with good chance for advancement. Previous advertising experience desirable, but not essential. Address, giving age and full particulars, "NEWSPAPER," care of Printers' Ink.

I Know of an Opening

FOR AN ADVERTISING SALESMAN

presenting big possibilities to a man of big ability, one who has sold to National Advertisers' can learn of a high-grade money-making opportunity. Give me full information about yourself, in confidence.

S. DAVIS,
9923 So. Blvd., Cleveland, Ohio.

This Job Demands

Practice in writing clear-cut, convincing business letters; the executive ability required to run a department of 8 to 12 persons and make things move with speed and precision; training in systematic, accurate, reliable handling of detailed records. Sound judgment, resourcefulness, initiative, broad experience, good education—all these things count. The job is half-selling and half-collecting for a progressive publishing house. Explain fully why you are fitted for the place and tell what salary you are now drawing. Address, S 664, care of PRINTERS' INK.

MAILING LISTS

Pacific Coast, Addressing, Multigraphing, Printing, Mailing, Guar. Service. Largest skilled organization on Coast. Write Tabulated List Classifications. **Rodgers Letter-Writing & Addressing Bureau**, 35 Montgomery St., San Francisco, Cal.

MISCELLANEOUS

YOUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

POSITIONS WANTED

Experienced Copy and Layout Man. Agency or manufacturer. Moderate salary. "T. L. B.," care of Printers' Ink.

EXCEPTIONALLY Successful Advertising Manager of State daily, possessing recognized ability, wishes larger field after June 1st. Newspapers, mechanical manufacturing lines or agency work. For particulars Box 506, Bismarck, N. D.

A1 WORKING ADVERTISING MAN, now in charge local advertising leading daily in city of 120,000, under strongest competition, would consider change. Might accept management advertising daily paper smaller city, for suitable offer. Gift-edge references from present paper. Address, J. K., care Printers' Ink, N. Y.

MANAGER with long, successful career in the upbuilding of newspaper properties seeks connection on a strictly contingent basis, preferably with opportunity to acquire interest, and solicits correspondence with owners of daily newspapers not earning satisfactory profits. American, age 34; good executive; careful, economical manager with practical experience in all branches of newspaper publishing; strictly temperate; exceptional references. Present contract expires in August, will be open to engagement Sept. 1st. "L. E. K.," care Printers' Ink.

WHERE IS THE BUSIEST ADVERTISING MAN—one who should unload a lot of details and give time and energy to bigger things? Such a man is looking for me. Am young woman, 28, well-trained, educated, energetic, enthusiastic, interested—experienced in advertising, printing, office detail, can write letters to reflect your own personality. Accustomed to meeting people with discrimination, can "keep the wheels turning" in your absence and prove worthy of any trust. Address, Box "S. T.," care of Printers' Ink.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms, 334 Fifth Ave., New York City.

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

WINTHROP PRESS, 60 Murray St., N. Y.

PUBLISHING BUSINESS OPPORTUNITIES

SEE HARRIS-DIBBLE CO. for PUBLISHING BUSINESS OPPORTUNITIES. Phone 4333 Gramercy, 46 W. 24th St., New York.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1911, 26,377. Best advertising medium in Alabama. Montgomery, *Advertiser*, net av. year 1911, 17,568; Sun., 22,258. Guaranteed daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

CALIFORNIA

San Francisco *Examiner*. Net paid circulation for 12 months ending Dec. 31, 1911: Average, Daily and Sunday, net paid circulation 108,123; distribution, 109,782. Average, Daily only, net paid, 97,827; average distribution, 99,394. Average, Sunday only, net paid, 179,517; average distribution, 181,816. The absolute correctness of these figures is guaranteed by Printers' Ink Publishing Co., who will pay \$100 to the first person who will successfully controvert the accuracy of these figures. The *Examiner* is the ONLY newspaper in San Francisco with the Printers' Ink Guarantee Star. The circulation of the *Examiner* is greater than that of other morning papers of San Francisco COMBINED; is by far the greatest on the Pacific Coast, and is largest of any morning or evening newspaper in America selling for more than one cent.

COLORADO

Denver, *Times*. Second in circulation in the city. Daily average, July 1st, 1910-June 30, 1911, 26,322.

CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1910, 7,801; 1911, 7,892. Meriden, *Morning Record & Republican*. Daily aver. 1909, 7,739; 1910, 7,872; 1911, 8,085. New Haven, *Evening Register*, daily. Aver. for 1910 (sworn) 19,096 daily 2c; Sunday, 14,765, 5c. New Haven, *Union*. Largest paid circ. Av. year 1911, 17,993 daily. Paper non-returnable. Norwalk, *Evening Hour*. Average circulation 1911, 2,648. Carries half page of wants. Waterbury, *Republican*. Examined by A. A. regularly. 1911, Daily, 7,815; Sunday, 7,809.

DISTRICT OF COLUMBIA

Washington, *Evening Star*, daily and Sunday. Daily average 1911, 87,791. (C.C.) Carrier delivery.

FLORIDA

Jacksonville, *Metropolis*, Dy., '11, 15,083; Dec., '11, 18,267. E. Katz Sp. A. A., N. Y. and Chicago.

ILLINOIS

Chicago *Examiner*, average 1910, Sunday 624,607, Daily 210,657, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all. The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT. The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Champaign, *News*. Leading paper in field. (Champaign-Urbana.) Average year 1911, 8,327. Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1911, 9,114. Peoria, *Evening Star*. Circulation for 1911, 21,140.

INDIANA

South Bend, *Tribune*. Sworn average 1911, 12,805. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*. Average 1911, daily, 9,426; Sunday, 10,381. "All paid in advance." Des Moines, *Register & Leader* (av. '11), 35,263. *Evening Tribune*, 20,316 (same ownership). Combined circulation 55,679—355 larger than any other Iowa paper. Supreme in want ad field. Dubuque, *Times-Journal*, morn. and eve. Pd. in advance July 20, 1910; dy. 9,022; Sun. 11,426. Washington, *Eve. Journal*. Only daily in county. 1,956 subscribers. All good people. Waterloo, *Evening Courier*, 53d year; Av. dy. year 1911, 8,139. Waterloo pop., 27,000.

KENTUCKY

Lexington, *Herald*. Sworn average 1911, 7,695. "When you advertise in Lexington Herald, you cover Central Kentucky." Louisville, *Courier-Journal*. Average 1911, daily and Sunday, 28,911. Louisville, *The Times*, evening daily, average for 1911 net paid 47,966.

MAINE

Augusta, *Kennebec Journal*, daily average 1911, 9,873. Largest and best cir. in Cent. Me. Bangor, *Commercial*. Average for 1911, daily 10,444.

Portland, *Evening Express*. Average for 1911, daily 17,626. Sunday *Telegram*, 12,018.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1911, 79,626. For Jan., 1912, 77,636.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, *Evening Transcript* (©©). Boston's tea table paper. Largest amount of week day ad.



Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1911, 184,614—Dec. av., 187,178.

Sunday

1911, 325,147—Dec. av., 324,476.

Advertising Totals: 1911, 8,376,061 lines

Gain, 1911, 447,953 lines

2,327,821 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1911, to December 31, 1911.



Boston, *Daily Post*. Greatest Jan. of the Boston Post. Circulation averages: *Daily Post*, 358,500, gain of 27,053 copies per day over Jan., 1911. *Sunday Post*, 317,571, gain of 17,052 copies per Sunday over Jan., 1911.

Lawrence, *Telegram*, evening, 1911 av. 8,405. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1909, 18,539; 1910, 18,562; 1911, 18,987. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, *Evening News*. Actual daily average for 1911, 18,571.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '11, 19,051. The "Home" paper. Largest ev'g circ.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Guaranteed circulation 80,000.

Jackson, *Patriot*, Aver. year, 1911, daily 10,368; Sunday, 11,213. Greatest circulation.

MINNESOTA

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1910, 23,118.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1911, 103,733.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Journal*, Daily

and Sunday (©©). In 1911 average daily circulation evening only, 78,119. In 1911 average Sunday circulation, 82,203. Daily average circulation for January, 1912, evening only, 77,045. Average Sunday circulation for Jan., 1912, 82,887. (Jan. 1, 1903, subscription rates were raised from \$1.50 to \$5.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company.



CIRCULATION Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ending Dec. 31, 1910, 91,260. Average circulation of Sunday *Tribune* for same period, 81,523.



MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1911, 123,829

NEW JERSEY

Camden, *Daily Courier*, covers Southern New Jersey 9,958 average year 1911.

Camden, *Post-Telegram*. 10,415 daily average 1911. Camden's oldest daily.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. 10—'07, 20,970; '08, 21,326; 20—'09, 19,063; '10, 19,258; '11, 20,115.

NEW YORK

Albany, *Evening Journal*. Daily average for 1911, 18,351. It's the leading paper.



The Brooklyn *Standard Union*, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1911, 61,119.

Buffalo, *Courier*, morn. Ave., 1911, Sunday, 97,764; daily, 80,263; *Enquirer*, evening, 33,391.

Buffalo, *Evening News*. Daily average 1911, 94,724.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1911, 6,237.

NEW YORK CITY

The Globe Largest high-class evening circulation. Counts only cash sales. Net cash daily average, Sept. 1, 1911, to Jan. 1, 1912, 130,670. A. A. A. and N. W. Ayer & Son certificates.

New York, *The World* Actual av. 1910, Morning, 342,108. Evening, 411,320. Sunday, 467,664.

Schenectady, *Gazette*, daily. A. N. Liecby. Actual Average for 1911, 20,817. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Troy, *Record*. Av. circulation 1911, (A. M., 8,522; P. M., 15,738) 24,067. Only paper in city which has permitted A. A. A. examination, and made public thereof.

Utica, *National Electrical Contractor*, mo. Average for 1911, 2,626.



OHIO

Bucyrus, *Evening Telegraph*. Daily average for 1910 1,788. *Journal*, weekly, 976.

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1911: Daily, 95,139; Sunday, 126,191. For Jan., 1912, 94,726 daily; Sunday, 129,558.

Youngstown, *Vindicator*. D'y av., '11, 16,423; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City, *Oklahoman*. Ave. Jan., 1912, daily, 41,890; Sunday, 48,679.

PENNSYLVANIA

Erie, *Times*, daily. 21,494 average, Jan., 1912. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Johnstown, *Tribune*. Average for Nov., 1911, 14,965. The recognized "home" paper of Johnstown. Largest circulation of any paper published in the city.

Philadelphia. The *Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Jan., 1912, 85,563; the Sunday *Press*, 174,272.

Washington, *Reporter and Observer*, circulation average 1911, 12,823.

West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1911, 19,849. In its 40th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening; best medium of anthracite field for advertising purposes.

York, *Dispatch and Daily*. Average for 1911, 18,827. (A. A. A. certificate.)

RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation for 1911, 20,297—sworn.

Providence, *Daily Journal*. Average for 1911, 23,057 (©). Sunday, 32,588 (©). *Evening Bulletin*, 50,486 average 1911.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1911, 5,445.

SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual daily av. Aug. to Aug., 7,703. 9 mos. '11, 8,246.

VERMONT

Barre, *Times*, daily. Only paper in city. Av. 1911, 5,754. Examined by A. A. A.

Montpelier, *Argus*, dy., av. 1911, 3,166. Only Montpelier paper examined by the A. A. A.

VIRGINIA

Danville, *The Bee* (eve.). Aver. Jan., 1912, 5,157. *The Register* (morn.), av. Jan. '12, 3,126.

WASHINGTON

Tacoma, *Ledger*. Average year 1911, daily, 19,001. Sunday, 27,288.

Tacoma, *News*. Average for year 1911, 19,210.

WISCONSIN

Fond Du Lac, *Daily Commonwealth*. Average year 1911, 3,971. Established over 40 years ago.

Janesville, *Gazette*. Daily average, January, 1912, daily 6,015; semi-weekly, 3,728.

Madison, *State Journal*, daily. Actual average circulation for year 1911, 7,917.

Milwaukee, *The Evening Wisconsin*, daily. Average daily circulation for year 1911, 44,766, an increase of over 3,000 daily average over 1910. The *Evening Wisconsin's* circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas H Eddy, Foreign Rep., 5024 Metropolitan Bldg, New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.

Milwaukee, *The Milwaukee Journal* (eve.). Daily Av. circ. for 12 mos. 1911, 65,446. This is double the circulation of any other Milwaukee evening daily. Paid city circulation twice as large as that of any other Milwaukee paper. The *Journal* carried more advertising in 1911 than any other Milwaukee paper. Advertising rate 7c. per line flat. C. D. Bertolet, Mgr. Foreign, Boyce Bldg., Chicago; J. F. Antisdal, 565 Fifth Ave., N. Y. City.

Racine, (Wis.) *Journal-News*. *Journal* purchased *News* Jan. 8, 1912. December circulation, *Journal*, 5,726. Combined issue now 7,865. Unqualified largest, proven, sworn and detailed list in city and county.

MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Average for 1911, daily, 54,410; daily Dec., 1911, 57,761; weekly 1911, 27,840; Dec., 1911, 28,706.

Winnipeg, *Der Nordwestern*. Canada's National German weekly. Av. 1911, 23,026. Rates 56c. in.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1911, 3,628.

QUEBEC, CAN.

Montreal, *La Presse*. Daily average for year 1911, 104,197. Largest in Canada.

Montreal, *La Patrie*. Av. year 1911, 46,952 daily; 55,897 weekly. Highest quality circulation.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

CONNECTICUT

NEW HAVEN Register. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (☉☉), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE Chicago Examiner with its 624,607 Sunday circulation and 210,667 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

INDIANA

THE Indianapolis Star, Indianapolis, Ind., is the leading "WantAd" Medium of the State. Rate 1 cent per word. Sunday circulation over 3 times that of any other Sunday paper published in the State.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns



THE Boston Globe, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 340,556 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATION



THE Minneapolis Tribune is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Dec., '11, amounted to 183,557 lines. The number of individual advertisements published was 26,573. Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



THE Minneapolis Journal, daily and Sunday. The Northwest's Greatest Want Ad Medium. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(●●) Gold Mark Papers (●●)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

ALABAMA

The Mobile Register (●●). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The Evening and Sunday Star. Daily average, '11, 67,613. (●●.) Delivered to nearly every home.

ILLINOIS

Bakers' Helper (●●), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The Island Printer, Chicago (●●). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville Courier-Journal (●●). Best paper in city; read by best people.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (●●).

Boston Evening Transcript (●●), established 1830. The only gold mark daily in Boston.

Worcester L'Opinion Publique (●●). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (●●). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn Eagle (●●) is THE advertising medium of Brooklyn.

Century Magazine (●●). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (●●), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (●●). Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING CO.

Electrical World (●●) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. MCGRAW PUBLISHING CO.

Engineering News (●●). Established 1874. The leading civil engineering paper in the world. Av. circulation over 19,000 weekly.

Engineering Record (●●). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. MCGRAW PUBLISHING CO.

Hardware Dealers' Magazine (●●). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 253 Broadway, New York City.

New York Herald (●●). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (●●). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

Scientific American (●●) has the largest circulation of any technical paper in the world.

The New York Times (●●) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (●●), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (●●) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

PENNSYLVANIA

The Press (●●) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Jan., 1912, sworn net average, Daily, 85,563; Sunday, 174,272.

THE PITTSBURG (●●) DISPATCH (●●)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (●●), only morning paper among 600,000 people.

TENNESSEE.

The Memphis Commercial-Appeal (●●) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WISCONSIN

The Milwaukee Evening Wisconsin (●●), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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O'B



This is the big Sanitol electric bulletin at the junction of Fifth avenue, Liberty avenue and Sixth street.

Mr. National Advertiser:—

Nine out of ten Pittsburgh jobbers and dealers will tell you to use the O'Brien Painted Bulletins for adequate advertising results in Pittsburgh.

Peculiar conditions prevail in this greatest of all industrial cities, and they are most apparent to the man on the ground. The extraordinary influence of the O'Brien signs is recognized by every Pittsburgh business man. Leading advertisers in all lines use the service. Even the largest banks turn to account this powerful medium.

And National advertisers who step into Pittsburgh to see for themselves almost invariably choose the sign medium in preference to everything else.

Pittsburgh can be thoroughly and economically covered by the use of signs alone.

If your goods are not selling in Pittsburgh as they should, get a line on the O'Brien service.

Come and see for yourself.

G. G. O'BRIEN,
1002 Fifth Avenue, Pittsburgh, Pa.

O'BRIEN BULLETIN CIRCULATION

1,000,000 people
250,000 workmen
5,000 shops
\$1,000,000 a day pay-roll

THE Canadian Ad Clubs are inviting the Associated Advertising Clubs of America to hold their 9th Convention in "Toronto 1913."

We in Canada realize that United States advertising men do not **KNOW** Canada, as it ought to be known to every man who hopes to do business here.

We hope you'll come.

Meantime if you want your advertising in Canada to be based on accurate knowledge of present trade and advertising conditions, write

J. J. GIBBONS Limited

CANADIAN ADVERTISING

Newspaper, Trade Paper and all Outdoor Advertising

TORONTO

CANADA

MONTREAL

Cable Address: "Gibjay," Toronto

Cable: A.B.C., 5th Edition

Some J. J. Gibbons Advertising:—

Sunlight Soap
Fry's Cocoa
Underwood Typewriters
Victor Gram-o-phone
Packard Motor Cars
Force
National Cash Registers
Regal Shoes
Thermos Bottle
B. D. V. Tobaccos
Catesby Clothing
"Black and White" Whiskey
Regal Lager
City Dairy
Boxer Wallpapers
Davies' Canned Foods
"Maggi" Mineral Water
Muskoka Lakes
Vinolia Toilet Goods
"Ideal" Metal Beds
Polo Polishes
Premier Separators
Dominion Organs and Pianos
Pedlar People Limited
Edwardsburg Starch
Crompton Corsets
Page Wire Fences
Manson Campbell Co.
Canadian General Electric Co.
Semi-Ready Clothing
Rogers Cement
Drummond Dairy Supplies
Lifebuoy Soap
St. Charles Cream
Library Bureau
Reid's Neckwear
Comfort Lye
"Perfection" Scotch
London Feathers
W. L. Paine
Oxford Underwear
"Healatta" Soap
White Horse Whiskey
No. Electric Rural Telephone
Cockshut Plow Co.

"GIBBONS Knows CANADA"